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PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CXXII, No. 6

NEW YORK, FEBRUARY 8, 1923

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B. A. I. S. 1901 with
N. W. Ayer & Son



"Lift up the latch, walk in!"

DETAILS—not the contour of the rooftree or the spacing of the windows—make the home to radiate hospitality. The hardware manufactured by our client, Sargent & Company, of New Haven, Connecticut, is one of the essential details.

But in Sargent advertising hardware becomes more than so much brass or bronze applied to window and door, more than knobs and lock sets to be taken for granted. The importance of good design is there, the quality of solid, time-resisting metal, the security of the Sargent cylinder lock. Hardware becomes the finishing touch to the builder's handiwork.

If more and more owners are refusing to finish their homes without a consultation with their architects over the Sargent Book of Designs, it is because Sargent advertising carries the conviction that leads to sales.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK
BOSTON

PHILADELPHIA

CLEVELAND
CHICAGO



Feb. 8, 1923



THE STANDARD FARM PAPERS

Announce

The Appointment of

MR. COURTNEY D. FREEMAN

as

Western Manager

With Headquarters at Chicago

CHICAGO

STANDARD FARM PAPERS, INC.

Wallace C. Richardson, *Genl. Mgr.*
Transportation Building

NEW YORK

WALLACE C. RICHARDSON, INC.

Willard R. Downing, *Eastern Mgr.*
95 Madison Avenue

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXII

NEW YORK, FEBRUARY 8, 1923

No. 6

How Calumet Gained Support of 2,600 Wholesale Grocers

Creation and Maintenance of Baking Powder Market Break Down
Opposition to Manufacturer's Salesmen

By G. A. Nichols

ONE day last fall K. K. Bell, vice-president and general manager of the Calumet Baking Powder Company, was approached by a personal friend who is a wholesale grocer in a downstate Illinois town serving a limited territory. The jobber wanted to make Mr. Bell a proposition.

"How many salesmen do you have calling on our trade in behalf of Calumet baking powder?" he asked.

"Four, I believe," was Mr. Bell's reply.

"How much does it cost you to maintain them?"

"I don't know. I'll have to look it up."

"Well, they probably cost you at least \$300 a month each or \$1,200 for the four. This would represent a selling cost of five per cent on \$24,000 worth of business each month, wouldn't it?"

Receiving an affirmative reply, the jobber continued:

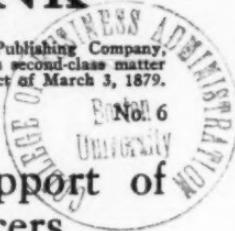
"Now, then, we have twenty-six salesmen calling on our trade regularly. Our district, as you know, is so small that the intervals between visits of our salesmen are very short. If I do say it myself our men are the best sellers in America. Every one is a real producer.

"Here is the point: Your four men cannot possibly cover our trade so intensively for Calumet baking powder as can our twenty-six. It is costing you five per cent

for monthly sales of about \$24,000. Your volume in our territory ought to be bigger. Give us this five per cent, add that much to the commission you now are allowing and withdraw your four men. If you will do this I will instruct each of our twenty-six salesmen to devote at least five minutes, every time he calls on a grocer, to selling talk exclusively in behalf of Calumet. We will show you something. Your sales volume will be much greater than you can possibly build it up yourself with proper regard for selling cost. If you put enough men in the district to run up the sales to a point where we can put them it would cost you too much money. All we ask is the extra five per cent. What are you laughing about?"

Mr. Bell explained he was laughing at the idea that a jobber's salesman, weighted down with the responsibility of selling a host of general items, could take the time to specialize sufficiently on baking powder or any other one item.

"When our salesmen call on your trade," he said to the jobber, "they talk nothing but Calumet. They are baking powder specialists who have an intimate knowledge of the product and have been expertly trained in all the various steps of selling from the jobber down to the consumer. They actually make money for you. They take orders which are filled by us and billed through you. On such



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orders you have no investment and no expense. You merely take your profit."

Saying which, Mr. Bell summed up one of the leading points of difference between manufacturers and jobbers and also showed in a word why grocery jobbers today are giving his company such devoted co-operation.

The proposition advanced by the Illinois wholesale grocer formerly represented what was a fairly general notion among jobbers. Full recognition was given to the manufacturer's market-creating activities. His advertising was accepted at its face value and his efforts to stir up a demand were applauded. The jobber was ready enough to stock an item for which there was a widespread demand even though it might compete with some of his own private brands. But when it came to the actual physical process of selling the article to the retailer, the jobber was disposed to look upon the manufacturer's salesmen as very much in the light of competitors. He thought that the manufacturer's expense of selling to the retailer might just as well be passed along to them in the form of a higher commission.

There always will be, most likely, more or less of a feeling along this line. But the Calumet company's experience has been that it is rapidly disappearing and that the jobbers are becoming progressive enough to realize not only that in the selling of food products there is a place for the specialty salesman that cannot be filled with equal efficiency by any other, but that the specialty salesman idea actually works out in the way of increased profits for the jobber that he could not possibly get through his own efforts.

"Of course there are products," says Mr. Bell, "that, backed up by the right kind of advertising, can be merchandised entirely by the jobber. But baking powder is not one of them. It is something that has to be sold intensively. Plenty of time and money must be expended in getting customers both among retailers and consumers.

The whole proposition has to be driven home by intensive efforts that require the continuous services of specialists who know what they are doing and saying and who have plenty of time to do and say it. Necessarily we had our troubles in causing the jobber to see the light in this respect. We believe now, though, that by far the greater part of our 2,600 or more jobber-customers cordially accept our selling method as being not only the natural and inevitable thing from our standpoint but the very proposition that can yield them the greatest profit volume in the end."

Upon the company's success in selling the jobber on the eventual profit idea from the very outset rests the secret of the way the jobber co-operates with it and the cordiality with which he accepts its selling methods.

JOBBER MUST BE SOLD ON QUALITY

When a Calumet salesman approaches a jobber prospect his first care is to sell the jobber on the quality of the baking powder. Then, to bring about a condition where Calumet shall be given the preference by the jobber and his representatives, the salesman explains in detail the company's marketing methods and shows how Calumet salesmen and the jobber's salesmen can work together harmoniously and resultfully in the same territory, building up business for the jobber.

So important is the right sort of start regarded that the Calumet salesman, who usually is one of the district sales managers, requests the privilege of addressing the jobber's sales and advertising organization and any others in the concern who might be interested. At first the jobbers were somewhat conservative about granting permission. Subsequent solicitations, however, coupled with tangible evidence in the way of orders delivered to the jobber through the company's efforts usually break through the jobber's reserve. In nearly every case now the meeting is agreed to quickly, so well organized have the com-



Indisputable Evidence

of the merits of a product is not always easy to obtain—but it makes great copy. In the case of Borden's Eagle Brand Condensed Milk there exists living testimony—thousands of healthy children, brought through the trying days of infancy on this celebrated food.

Stick to the right appeal over a period of years and, if the product is right, you are quite sure to produce results. Borden's Eagle Brand is an outstanding example.

For six years with this agency.

THE H. K. McCANN COMPANY
Advertising

NEW YORK CLEVELAND SAN FRANCISCO TORONTO

pany's selling activities become. It is only the occasional jobber who waits to be thoroughly shown before permitting the Calumet representative to address his men.

An order for merchandise is, after all, the thing that counts for the most when trying to line up a jobber or retailer behind a product. Show him he can sell a thing and he will buy it. Show him it already has been sold and that more can be sold in the same place and he will fight to buy it. This is why the Calumet campaign to enlist the jobber's sympathy and enthusiasm begins back with the consumer.

ADVERTISING PLANS FOR THIS YEAR

The company is a faithful believer in advertising. Its plans for 1923 along this line involve what it declares to be the largest campaign ever conducted on a food product. It involves the use of 1,057 daily newspapers, 4,680 weekly newspapers, fifty-one farm papers, certain territorial magazines, and school textbooks. It will use poster and electric signs on a large scale. It has a complete assortment of dealer helps. But it proceeds on the principle that its proposition cannot go over with anything like sufficient swiftness if the work is left exclusively to the printed advertising. The advertising therefore is backed up with a thorough-going direct selling effort which is carried personally into every home, laying the foundation for a permanent market. This personal work is done by demonstrating crews whose efforts lead directly to the jobber.

A district sales manager takes into a town or district a sufficient number of expert women demonstrators thoroughly to cover it. The women call at homes, not to distribute samples of the baking powder, but to make a practical demonstration of its properties so there may be no doubt at all as to its quality. They are carefully trained in the manner of approach. At the beginning they ask the housewife such questions as whether she is interested in good

cooking. Naturally she is. Then the conversation easily is veered around to baking powder.

The demonstrator has with her a little alcohol stove and with this she makes tests of baking powder, the residue telling the story. The idea is to make the test so conclusive that the housewife will never forget Calumet. If she desires to buy a can the demonstrator takes her order to be filled through a local grocer.

During the conversation much naturally is said of cookery and the demonstrator offers a cook book with the first purchase to insure right use.

In the course of canvassing a town in this manner—which is done before the local stores have stocked the powder and often before even the jobber in the district has it—fifty cans, let us say, are ordered by housewives to be delivered through a certain grocer. The head of the demonstrating crew sees that the grocer gets his fifty cans from his demonstrator's stock.

Then the order is sent to the nearest jobber handling the baking powder. No inquiries whatever have been made as to the retailer's credit. This is the smallest feature of the calculation. It frequently happens therefore that after he has got his powder the jobber will not O. K. the order because the retailer is a poor credit risk. In such cases, and they are frequent, the company sends the order to another jobber and then perhaps to another. Finally if none will accept it the matter is handled through the company's own credit department. Losses, while occasionally encountered, represent only about one-tenth of one per cent of the company's total sales volume—too small to be considered. The big idea is to make good on the demonstration and to see that the powder actually is delivered.

It costs the company from seventy-five cents to one dollar for a demonstrator to sell a thirty-five cent can of baking powder to a woman. Naturally it is not going to allow this rather expensive

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The Super-Salesman

Much has been said—and probably always will—regarding the Super-Salesman. But the great factor to be reckoned with in selling is—advertising. This factor, after all, is usually the deciding power in the success or failure of a sales campaign, as it has most to do in selling the ultimate consumer.

THE AMERICAN WOMAN may be reckoned as the Super-Salesman of the small towns. It has the confidence of over 600,000 families in this great market, and its success as the salesman of the many products advertised in its columns is demonstrated by repeat orders.

THE AMERICAN WOMAN

"The Real Magazine of the Small Towns"

Circulation 600,000 Copies Monthly

Member of the Audit Bureau of Circulations

Western Advertising Office

W. H. McCURDY, Mgr.

30 N. Dearborn St., Chicago, Ill.

Eastern Advertising Office

W. F. HARING, Mgr.

Flatiron Bldg., New York

introductory work to go by default merely because a grocer's credit is not good. If it has to give the powder away it will do so.

This proposition of shipping the powder to the retailer without the least inquiry or even apparent interest in his credit is the invariable procedure following a demonstration.

A Calumet salesman follows up, in due time, the work of the demonstrating crew. He goes to the grocer who has received the fifty cans. He wants a repeat order. But his first question has to do with the disposition that was made of the fifty cans. Were they all delivered as ordered? If not, why not?

Perhaps six cans were not delivered. The orders were marked C. O. D. and probably the women did not have the money when delivery was attempted. Right then and there the Calumet salesman takes charge of the six cans and sees that they are sent to the women ordering them. If the women will not or cannot pay they are given the baking powder free and the company pays the grocer. Under no circumstances will the company permit the delivery end to fall down. If the grocer does not make good then the company will make good for him. The demonstration is regarded as so supremely important that a mere matter of a few cans or a few cases of baking powder must not be permitted to interfere.

The advertising effect of such a procedure necessarily is strong. It is a common experience for a demonstrator to go into a home and encounter a maid or housewife who remembers a demonstration made in another State years previously. Such initial impressions, according to the Calumet people, are well worth the expenditure of seventy-five cents or a dollar each and even the loss of a little baking powder. It is to the effects of this intensive demonstration, backing up the liberal printed advertising, that the company attributes the staying qualities of its market. Place the idea

in a woman's head once and it never gets out.

The jobber quickly sees the advertising value of such cultivation. He readily recognizes the Calumet salesman as an essential factor. The Calumet man, no matter how high priced or valuable he may be, is never too big or too busy to check up on the demonstration and to see to it that the advertising seed planted by the demonstrator gets a chance to live and grow. The jobber recognizes his absolute inability to carry on in that manner—and recognizes at the same time the direct benefit the proceeding brings to him in a profit way.

WHY THE JOBBER LIKES THE PLAN

When Calumet baking powder is once thoroughly established in a town, through the house-to-house demonstration and delivery and the consequent check-up of the company salesmen, the field for a steady business is thus established and all is ready for the jobber's salesmen to cash in. Subsequent visits of the Calumet salesmen with their development work and their inspirational instruction for retail store sales forces add that much more value to the advertising asset and makes the jobber's salesmen's efforts fruitful in due proportion. In a little while the jobber gets to see that the Calumet salesmen are the strongest kind of aids to his own selling efforts. Then the additional commission that he thinks he might get if he had the whole selling field to himself does not look so big. He sees he can realize it, or even more, through the multiplied turnover the system affords. His reflections along this line are strengthened when he realizes that orders taken by the company's own salesmen are shipped and handled by the company direct and that all he has to do is to bill the customer, realizing his ten per cent on the transaction.

Methods such as those just described cracked through the shell of long-continued jobber opposition on the Pacific Coast. Last year more than a million dollars'

(Continued on page 166)

Last year, Manhattan registered 71,203 passenger automobiles; Brooklyn registered 79,840.

Brooklyn leads by 8,637.

The Standard Union stood fourth among all evening newspapers in Greater N. Y. for auto advertising in 1922.

Were you in, or are you out?

R. G. R. Sherman

"When Times Are Normal"

Always at Hand for Some, Never for All

By David R. Craig

WE are picking up slowly," said an executive in a small manufacturing firm. "We ought to be going good by June—I expect times will be normal by then."

On the same day another executive, representing a large steel corporation, complained of the shortage of labor, and said: "When times were normal you could get all the labor you wanted, and at a reasonable price, but nowadays it's different."

Normal times for the one meant the immediate future. To the other the words signified the well-remembered past. One spoke of June, 1923, the other of June, 1921. But the conditions in June, 1923, will be quite different from the conditions that prevailed in June, 1921. Depression was king in 1921—the soothsayers of business foresee improved and improving conditions for 1923.

What is the psychology of normal times? When are "times," as we call them, normal? What makes them so?

It is easy to see that these two executives had only one thing in mind, even though they presented contrasting periods as examples of it. They were both thinking of the desirable traits in the two periods—the easier sales market for the one and the easier labor market for the other. One can easily imagine a third executive with his eye on interest rates, speaking of yet a third period as "normal times."

Could times ever be completely normal for everyone? Such thoroughly normal times would constitute a business Utopia. A big turnover of stocks, cheap money, plenty of labor and low wages would all be involved. Still there would be dissatisfied individuals who would stubbornly insist on referring to the past and to the future as "normal times." Bankers would complain of the

rates, workingmen of the wages. Nothing of the sort could ever happen.

Statistically a normal thing is an average thing, about midway between the two extremes. But the statistical meaning of the word *normal* is not the common one. We ordinarily speak of normal things as being the common run of the lot without fully realizing that in any lot most of the items are nearer to the average than they are to the extremes. Few executives, asked to pick out a person of average ability, will make a list of all their employees, judge their abilities, and select the one person who earns the middle rating. Most executives will say, "Well, there's McNab, he's a pretty good man. I should say he is an average employee." McNab will usually be way above the average.

DRAFT STATISTICS FURNISH AN EXAMPLE

Let General Pershing stand as an example of the manner in which we often confuse normality with desirability. In a recent address in Minneapolis he is reported to have stressed draft statistics which show that 50 per cent of the young men called out during the war were physically subnormal. Of course they were! And the other 50 per cent were above normal. That is the way to calculate the normal.

Even statistical experts are careless. The other day I heard a prominent statistician say something about "good, normal business." What he meant was normal business. Good business may be normal business nowadays, but normal business, from the point of view of war prosperity, was something else. Compared with war and post-war business, normal business is bad business.

When we say normal times, we seldom mean the mid-point of the business cycle. We refer to

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"Remarkable! We could have found out these facts in no other way—"

THE president of one of the country's leading organizations was saying good-bye after an all-day meeting in which he had met, for the first time, the staff of six Richards investigators who had just completed a market survey for his company.

This meeting was held immediately after these men had returned from a five-weeks' tour of fourteen States. Their Ford radiators had scarcely grown cold when they were called into meeting.

For six solid hours the president, the sales manager and the advertising manager of our client fired questions point-blank at these men. Every phase of the marketing situation was covered—competition, sales, advertising, prices, packages, distribution, complaints, dealer and consumer reaction. The men were given no time to organize their data for this meeting—yet the answers were satisfactory to the last degree.

This "face-to-face" meeting of the client with the investigators is just a single feature of every Richards Survey. There are other features of even greater importance.

Entering this new year, with competition at its keenest—the executive with *today's facts* in his grasp has a decided advantage.

JOSEPH RICHARDS CO. INC.
An Advertising Agency — Est. 1874
NINE EAST FORTIETH ST. NEW YORK



RICHARDS "Facts First — then Advertising"

extremes of desirability, depending on our momentary scale of values. And we do not all mean the same extremes. If we have sales in mind, we picture the rising curve of prosperity. If we are thinking of low wages, they are to be found only on the dipping curve.

Normality, we must conclude, is nothing more or less than desirability as we use the term in everyday speech. For this reason normal times for one are not normal for somebody else who places higher value on different things.

If there is anything to be gained from accuracy and agreement, it will be well to recognize this and to remember that normal times are always at hand for some, never for all.

Simmons Company Appoints Charles Daniel Frey Agency

The Simmons Company, Kenosha, Wis., manufacturer of "Simmons" beds, springs, etc., has appointed the Charles Daniel Frey agency of Chicago to direct its advertising in the United States and Canada.

A full-color campaign recently launched in class magazines and women's publications will be followed immediately by allied campaigns in national magazines, business publications and newspapers of the principal cities of the United States and Canada.

Joins "The Saturday Evening Post"

M. H. Boynton, formerly Buffalo branch manager of the Library Bureau, office equipment, Cambridge, Mass., has joined the Chicago advertising department of *The Saturday Evening Post*. Mr. Boynton was at one time Buffalo branch manager of the Dunlop Tire & Rubber Corporation of America, golf balls, Buffalo, and sales manager of the Matthews Tractor Company.

Dr. N. I. Stone Made General Manager of Hickey-Freeman

Dr. N. I. Stone, recently labor manager, has been appointed general manager of the Hickey-Freeman Company, men's clothing, Rochester, N. Y. Dr. Stone's work will be the co-ordination of all departments; sales, advertising, merchandising, promotion, and production.

Warner Chemical Account for J. Walter Thompson

The Warner Chemical Company has appointed the J. Walter Thompson Company to direct the advertising of its new product, a water softener and cleansing agent.

Advertising Takes Part of the Credit

Appropriations for inland waterways by the United States House of Representatives have been increased from \$27,000,000, the budget estimate, to \$57,000,000, the Army Engineers' estimate, and the bill was passed January 19 by a vote of 152 to 44. Interests throughout the Mississippi Valley and many other sections of the country, notably New York, were interested in procuring the passage of this legislation.

The Jones & Laughlin Steel Corporation, Pittsburgh, has taken an active part in the effort to obtain the larger appropriation through a campaign of advertising directed at Congress through the people "back home." An article upon the Jones & Laughlin campaign appeared in *PRINTERS' INK* of June 29, 1922.

Changes in Staff of "News" and "Telegram," Milwaukee

F. R. Davit, formerly with the Milwaukee *Sentinel* has been appointed assistant to the publisher of the *Wisconsin News*, Milwaukee. Allen Reiselbach has been made promotion manager of the *Wisconsin News* and the *Sunday Telegram*, Milwaukee. The *Wisconsin News* and the *Sunday Telegram* have appointed G. Logan Payne Company their representatives at Chicago, Detroit, St. Louis and Los Angeles and Payne, Burns & Smith, Inc., at New York and Boston.

"Needlecraft" Advances Robert B. Johnston

Robert B. Johnston who has been Western manager of *Needlecraft Magazine* in Chicago, has been appointed advertising manager of *Needlecraft Magazine*, New York, succeeding Will C. Izor whose death was reported in *PRINTERS' INK* last week. Mr. Johnston was assistant to Mr. Izor when the latter was advertising manager of *Uncle Remus' Magazine* and has been Western manager of *Needlecraft Magazine* for the last eight years.

Standard Farm Papers Appoints Western Manager

Wallace C. Richardson, general manager of Standard Farm Papers, Inc., has appointed Courtney Freeman as Western manager with headquarters at the Chicago office. Mr. Freeman's appointment is effective February 15. He was formerly with the Chicago office of *Good Housekeeping*.

English Hat Account for Toronto Agency

Tress & Company, hat manufacturers of London, Eng., have placed their account with Smith, Denne & Moore, Ltd., Toronto advertising agency. A limited number of newspapers and magazines will be used.

THE MESSAGE IN ADVERTISING

Advertising is a message to that unknown man or woman who consciously or subconsciously *needs* the product which the advertiser has created to satisfy that need.

But a great deal depends upon who carries the message to its destination.

The Boston *Transcript* gives to every advertisement in its columns the tremendous power and integrity of a great newspaper.

That is why the *Transcript* is justly placed first in its community by so many national advertisers.

Boston Evening Transcript

National Advertising Representative

Charles H. Eddy Company

NEW YORK CHICAGO BOSTON

Free Trade in Ideas

THE mightiest power in America is the united thought of its millions. An idea accepted by enough of us becomes that tremendous thing—Public Opinion. Collier's service to the nation is as a medium for expression of thought. It believes in what Justice Holmes called "free trade in ideas."

LINCOLN PRACTICED IT

LINCOLN was a free trader in ideas. "From his boyhood," says an editorial in Collier's, "his passion was to make . . . knowledge solid, clear, plain to himself, and *then to get it across to his fellow men.*"

Our knowledge of Lincoln is enriched by new facts contributed to this week's Collier's by Ida Tarbell, and by Cornelius Cole, the aged ex-Senator who worked with Lincoln.

IT WILL HELP PROHIBITION

JACK O'DONNELL, who writes about prohibition in this week's Collier's, is an avowed wet. But he is also a reporter. A good reporter is above all a free trader in ideas. So it doesn't matter that Mr. O'Don-

nell finds the facts that he gathered do not at all agree with his prejudices. His article is cement for the binding of public opinion.

IT'S NEEDED IN PUBLIC JOBS

BYRON R. NEWTON, former Collector of the Port of New York, says that a government employee who plays the game squarely will leave office a political and financial bankrupt. To talk freely about an intolerable situation as Mr. Newton does in this week's Collier's is to help stop it.

COLLIER'S believes that truth protects against half-baked thinking and snap judgments. In more than a million homes Collier's is welcomed by intelligent, alert men and women because through its free trade in ideas their own problems are made easier to solve.

The minds of these millions are eager and open to receive your message through Collier's advertising pages.

Collier's

THE NATIONAL WEEKLY

more than a million homes

The Crowell Publishing Company

381 Fourth Avenue,
New York, N. Y.

Feb. 8, 1923



Travel Bureau Gives Real Service

ONE afternoon about four-thirty, a man called the Travel Bureau of the NEWS and AMERICAN requesting full information for a trip to the Pacific Coast, both by rail and by water—the cost in each instance, stopover privileges, the exact schedule of trains from point to point, advice as to hotel accommodations—and he had to have all of these details within an hour.

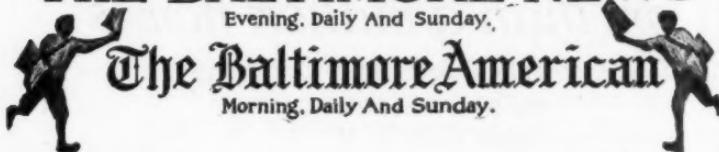
This is but a single instance of service rendered by our Travel Bureau—a service that has planned foreign tours that include big game hunting in the heart of Africa.

Although return coupons clipped from our Travel Bureau announcements have reached us from points hundreds of miles away, the principal volume of requests has come from Baltimoreans—those NEWS and AMERICAN readers in Baltimore's worth while homes who recognize the value of such assistance in planning their vacation and business trips.

Readers of the NEWS and AMERICAN who look to their favorite newspapers for Hotel, Resort and Travel information, and even consult them about Schools and Colleges for their children, are reached and influenced by the advertising in these papers, too—a valuable point to the national advertiser who wants to use the most efficient means of developing Baltimore territory.

THE BALTIMORE NEWS

Evening. Daily And Sunday.



DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
Tower Bldg.
Chicago

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Utilizing the Advertising Man in the Sales Department

May Engage More Actively in Actually Making Sales—A Scout after Business

By William P. Tuttle

THE viewpoint of the good advertising man is valuable to the sales manager and to the executive in their routine work—in their own particular field—as well as in the departments that usually are given over to advertising thought and effort. The advertising man who is of real value to his company, as PRINTERS' INK has repeatedly stated, is the one who, in addition to a knowledge of advertising, understands the manufacturing processes of the business, the problems of sales and distribution and is, in fact, as much a part of the organization as any other executive. But it is a fact that he has not been fully utilized in many organizations—has been allowed to go to waste. It is worth money to have a daily problem pass through a new, fresh mind, and to get the reaction of this mind. The real advertising man has had some experience in rubbing up against other men; he has perhaps sold advertising himself and knows the methods employed by trained men in approaching prospects and in closing business. He must have been himself inoculated with the germ of business in all its phases. Such men are not so difficult to find tucked away in some office, managing the advertising of their firms. Such a man is the advertising director who told me the following story.

He had gone off on a scouting expedition in the retail field. In the store of the first dealer he called on he found, after a long search, all of the expensive window displays he had sent out for the last six months neatly laid away in their original packages—as a bookish man would say, "with uncut edges." He obtained the indifferent consent of the dealer

to place them in the generous windows, and with the bountiful supply, quickly had a splendid showing. The dealer paid no attention to him at all, until he had stepped out of the window, when, evidently thinking to hand him a poser, the dealer said, with obvious rancour, "And now that you have taken so much interest in my window, perhaps you will get your firm to ship me the orders I have been waiting for for the past three weeks. Your regular salesman can't do anything."

THE CUSTOMER GETS A REAL FRIEND

The advertising man reached for the phone instanter and got the sales manager's ear, with the result that the goods arrived by special delivery. The next week my friend thought he would call on his sarcastic dealer, and was pleased to receive the following greeting: "Well, you sure did a good job for me. The goods arrived in fine shape, and between them and your windows I've done a rattling business this week, and say, why can't I get the exclusive agency for my town?" It happens that the policy of this company is such that exclusive representation is accorded when facts seem to warrant. Again the wire, and the deal was arranged, my friend taking back to the office one of the largest orders ever received for a town of that size. In addition he had made a permanent friend for his firm.

Then the question arose between us, Why could not the regular salesman have done equally as well? It seemed to be perfectly simple and easy. We said that perhaps he lacked personality, or temperament, or the necessary authority. Why is it that so often whenever a scouting expedition is

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made the scout walks right through a wide-open door to a good order? The regular salesman who had been trying to take care of this dealer will tell you that he tried his best to get action for the delivery, and that the goods would have been on their way in a few days anyhow, and that it was mere chance that the advertising man happened along just then and made his ten-strike for which he got more credit than was his due—the importance of his position giving him an authority that the salesman did not have. But in discussing this phase of the matter my friend pointed out the fact that the window displays had been lying around for months.

In my opinion the advertising man himself did not look far enough for the cause of his success. I believe it was the spirit of inspiration and of power he unconsciously displayed that attracted the dealer to him even while the latter was framing the request that was supposed to knock him flat. An advertising man should possess this power that is better than mere industry. The dealer felt that here was a man with whom he could do a profitable business; a man of influence. The very air of assurance and the manner in which he met the customer were refreshing and in marked contrast to the salesman. The latter has to make a certain number of calls per day, and this is just one of them.

A FIELD CLASS FOR HIS COMPANY

Here is the surprising part of the story. The firm had never thought to use this man and his personality in its regular sales department. He let slip the remark that the sales manager was a little surprised at his success. Of course he was, for it was a commentary on his own careful, daily routine and method of getting the most out of his men. But that will not in the future blind him to the fact that here is a man who can put over certain kinds of deals better, perhaps, than he can himself, and that it would be a great

thing if he could obtain a part of his time for his own department. To act as a kind of supplement, and as one might use a pair of field glasses to gain the distant view, or perhaps, better still, as a kind of chemical by which one obtains certain reactions to tests, the advertising man would prove invaluable.

Oculists say that office workers should refresh their eyes as frequently as possible by looking out on distant horizons. The advertising man must be farsighted and suggest views to the salesmen that ought to be good for astigmatism. Of course there are some places where it would be a waste of time to put the business-builder. For instance, in cases where a salesman has to make thirty to forty calls a day, the human appeal has to be sacrificed to mere order-taking. Speed makers have to make speed, and get their orders while the getting is good.

But in general, where goods bring a reasonable profit with the individual dealer, it is well worth while to use the advertising man, and his viewpoint. He can be sent out on the road occasionally to make observations—also to certain hard customers, and he can, in addition, be used to train salesmen in his method as an extra course in salesmanship. The men can go about with him occasionally and see how he meets the customer, and feel the reaction. His attitude toward the dealer as a real possibility and a real opportunity for mutual good dealing, works wonders, for the buyer likes to think of himself as a man of promise, rather than as one of a lot of names on a list that the salesman has to see that day.

The salesman finds that the advertising man looks upon each one as a possible holder of a banner order, and that attitude produces business. He is not likely to forget this when approaching a new prospect, and he will be the possessor of a new idea. This is a mere hint as to the service the advertising man can

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render in the sales department. The following observations were made to me by a well-known advertising agent, who knows just what he is talking about.

"We have at times taken over the advertising appropriation of a firm," he said, "and have found tucked away in an obscure corner a good advertising man who knew how to go about the solution of the problems confronting his firm as well as we did, but the latter never thought of consulting him on general matters of policy. One firm I have in mind was noted for the pressure it put on the salesmen, forcing them to the limit of endurance and making at the beginning of each year a quota so large that it seemed impossible for the men to make it. Suddenly the business suffered from a serious set-back and the management came to us in alarm to get advice. One of the first things we recommended was that they stop enthusing their salesmen by forcible means, to give pause to their eternal falsehood that their goods were the best in the universe and that there was no reason why salesmen should not get all the business of their kind in the territory.

"We found that they had called in their advertising manager, who was a beaten man before his opinion was asked on any question. His sole stunt was to catch the eye of the big boss and see which way he was expected to vote. He certainly should have suggested, if he had been considered as a vital part of the business, that before committing themselves to a definite advertising campaign, the policy of forcing be done away with, because it was obvious that in order to make sales the men were ruthlessly writing orders at the expense of friendship and good sense.

"In the course of our connection with this firm we took occasion to tell the president what a valuable man he had, and today this advertising manager is one of the real men of the organization."

The heads of many concerns are filled with the immediate

needs of the business—how to finance it, how to keep what it already possesses, and then—how to enlarge it. The advertising man is in many cases the only member of the staff that has been trained to look afar, to see the horizon, to get the vision. He certainly should be utilized to look, to observe for the benefit of the entire staff.

Endicott-Johnson Net Profits Increased

The Endicott-Johnson Corporation, shoe manufacturer, and its subsidiary companies report net sales of finished products and by-products for 1922 totaling \$63,659,075 as compared with \$58,892,348 for 1921. Net profits after taxes and profit-sharing payments to employees amounted to \$5,617,530 as compared with \$4,656,730 for 1921. About 12,000 employees will participate in the profit-sharing bonus of \$3,000,000 as compared with \$2,000,000 in 1921. Production is now about 124,000 pairs of shoes per day.

Cliff Knoble Joins Detroit Agency

Cliff Knoble, formerly sales promotion manager of the Hyatt Roller Bearing Company, New York, has joined the production department of Brooke, Smith & French, Inc., Detroit advertising agency. Mr. Knoble was for five years advertising manager and assistant to the sales manager of the Liberty Motor Car Company, Detroit.

Joins Chicago Elevated Advertising Staff

Thomas C. Hannigan, for four years with the sales department of the Calumet Baking Powder Company, Chicago, has joined the Chicago Elevated Advertising Company organization. He will be assistant to the manager of the merchandising and sales promotion department.

Staff Changes in Spencer-Lay Agency

Leslie V. Spencer has resigned as secretary-treasurer of The Spencer-Lay Company, Inc., advertising agency, New York. The officers of this agency now are: Donald M. Lay, president and treasurer; J. T. Lay, vice-president, and George E. Davis, secretary.

William A. Ritezel, managing editor of the Warren, O., *Chronicle*, has purchased the interest of F. S. Van Gorder and becomes a partner with his father, Frank M. Ritezel, the present editor, in the publishing of the paper.

Trade-Mark Registration Certificates May Be Reproduced

THE SOUTHERN COAL & COKE CO., INC.
CINCINNATI, O.

Editor of PRINTERS' INK:

We wish to reproduce for advertising purposes a Certificate of Registration in the U. S. Patent Office of our Dixie Gem trade-mark. We have had more or less infringement of this trade-mark and trade name from time to time and it was our idea to reproduce this certificate and show that our trade-mark and trade name were registered and that we had full protection of the patent laws. What we would like to know is if it is legal to reproduce the certificate by photo-engraving process.

THE SOUTHERN COAL & COKE CO., INC.,
J. R. WILLIAMS,
Advertising Manager.

THERE is no ruling which prohibits reproducing a Patent Office Certificate of Registration. In fact this is done quite frequently. Of course, the purpose is to scare off would-be infringers. Merely running a line or two mentioning that a trade-mark is registered may not produce the desired result. There is something imposing about a Certificate of Registration, however, which is likely to cause the trade-mark pirate to think twice before putting his plans into execution.—[Ed. PRINTERS' INK.]

Stewart-Warner Speedometer Earnings

Net earnings of the Stewart-Warner Speedometer Corporation, Chicago, for 1922, amounted to \$5,243,557 after taxes and preferred dividend requirements. December, usually an inactive month, ran second to June in sales volume. This is attributed to the great increase in winter driving. Sales for the first nine months increased 83 per cent over the corresponding period in 1921 and 16 per cent over the same period in 1920.

L. B. Siegfried Joins Mergenthaler Linotype Co.

Laurence B. Siegfried, formerly with Brad Stephens & Company, Boston, as assistant editor of "Direct Advertising" and more recently on the creative staff of the Bartlett Orr Press, New York, has been appointed associate editor of "The Linotype Bulletin," published by the Mergenthaler Linotype Company, New York.

Harvard Bureau to Summarize Retail Shoe Costs.

A summary of 1922 operating expenses for the retail shoe trade will be published by the Bureau of Business Research of the Graduate School of Business Administration at Harvard University, on the basis of reports received from dealers to whom blanks for that purpose have been mailed. This work has been carried on for several years and is being continued at the request of the National Shoe Retailers' Association.

Similar blanks are being sent to the retail grocery and jewelry trades and to the wholesale grocery trade.

Plan New Publication at Mount Morris, Ill.

The Daughters of America will begin publication of a monthly magazine to be called *Daughters of America* in April. It will be published in Mount Morris, Ill., by the Kable Brothers Company. Robert E. Ward, Inc., Chicago and New York, will represent *Daughters of America* nationally. Beginning with the March issue *Pythian Guest*, the official organ of the Pythian Sisters, also published at Mount Morris, Ill., will change its size to a three column 420-line page.

H. Lyman Armes with Wilson Process, Inc.

H. Lyman Armes, formerly with the Boston Post, and more recently with the Wood, Putnam & Wood Company, Inc., Boston advertising agency, has been appointed by the Wilson Process, Inc., New York, to direct its advertising of Wilson sewed shoes for women. Mr. Armes will have headquarters at Boston.

Toledo Agency Advances R. B. Way

Ralph B. Way has been elected a director of The Machen-Dowd Company, Toledo advertising agency. Mr. Way has been a member of the Machen-Dowd organization for three years, having had charge up to this time of its local service department.

Harry C. Phibbs to Direct Burdick Advertising

The Burdick Cabinet Company, Milton, Wis., manufacturer of physiotherapy apparatus, has placed its advertising with Harry C. Phibbs, Chicago. A schedule of medical and health magazines is being prepared.

With H. P. Gould Company

Robert H. Morris, formerly with Macy & Klaner, Inc., publishers' representatives, Chicago, has joined the H. P. Gould Company, publishers, of that city.

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Philadelphia

with 420,000 households,
will buy your electric and gas
devices for the home

165,000 of the houses and apartments in Philadelphia use electric current. Practically every one of the more than 400,000 separate dwellings in the city is equipped to use gas.

Close to 10,000 new dwellings were erected in 1922—every one of them along modern lines. Thousands of other houses were modernized.

The market for electric and gas appliances in Philadelphia is growing. Philadelphia's workers—both men and women—are earning salaries and wages which enable them to buy articles which reduce the work in the household.

You can reach practically every family in the third largest market in America—tell them why they should use your products—by advertising in *The Bulletin*—for *The Bulletin* every evening goes into nearly every household in and around Philadelphia.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper nearly everybody reads—

The Bulletin



The circulation of *The Philadelphia Bulletin* is larger than that of any other daily or Sunday newspaper published in Pennsylvania, and is one of the largest in America.

Net paid daily average circulation for the year 1922—493,240 copies a day.

New York—Dan A. Carroll, 150 Nassau St.
Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.
Chicago—Verree & Conklin, Inc., 28 East Jackson Blvd.
San Francisco—Allen Hofmann, Verree & Conklin, Inc., 681 Market St.
London—M. Bryans, 125 Pall Mall, S. W. 1
Paris—Ray A. Washburn, 5 rue Lamartine (9)

Rare Editorial Policies place

The Oklahoma Farmer-Stockman

among the leadership sectional farm journals
the country over.

Tangible programs not merely formulated in
the paper but carried through in actual practise
to successful conclusions.

The resulting exceptional and tangible reader
interest has a very definite bearing upon
successful advertising.

May we have the opportunity to submit the
full and convincing story?

The OKLAHOMA FARMER-STOCKMAN

CARL WILLIAMS
Editor

Edgar T. Bell, Adv. Mgr. Oklahoma City, Okla.

THE OKLAHOMA PUBLISHING CO.
THE OKLAHOMAN & TIMES ~ RETAIL SELLING

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Atlanta San Francisco

Demonstrable Leadership

In addition to being one of the leading sectional farm journals in the United States, the comparative standing of *The Oklahoma Farmer-Stockman* in Oklahoma may be summed up as follows:—

The Oklahoma Farmer-Stockman has:

- more circulation
- more Oklahoma circulation
- better circulation
- better circulation methods
- lower rate
- lower milline rate
- more advertising
- more exclusive advertising
- better advertising
- better physical appearance
- and demonstrable editorial leadership

The OKLAHOMA FARMER-STOCKMAN

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Oklahoma City, Okla.

THE OKLAHOMA PUBLISHING CO.
THE OKLAHOMAN & TIMES ~ RETAIL SELLING

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Atlanta San Francisco

Feb. 8, 1923

Sit in the Family Investment Council

The great majority of financially competent citizens of Chicago and its suburbs look to The Daily News not only for news features but for advertising information and guidance. The interest and confidence that they give to their favorite home newspaper they extend to advertisers in its columns.

The majority of readers of The Daily News are potential investors, and they read the financial and market pages with keen appreciation because they know that not only do they receive therein the COMPLETE story of the financial day TWELVE HOURS EARLIER than they obtain the same story in any morning paper—but that they can depend upon what they read.

Your advertisement in these pages will reach the prospective investor in that home reading hour when family buying councils are held, and will share in the interest and confidence with which he reads in The Daily News—news and advertisements.

The Chicago Daily News

First in Chicago

Bridging the Gap between a Local and a National Reputation

In Wichita, Kan., the Hotel Lassen Finds That if It Wants the Patronage of the People of Its Surrounding Countryside It Must Advertise to Them

By Paul I. Wellman

TEACHING the farmer history to popularize with him a certain hotel is an experiment that is being worked out with every prospect of success by the Hotel Lassen, of Wichita, Kan.

The Lassen has been in an anomalous position with regard to its field. Built just before the war, it is said to be one of the largest and best hotels of the Middle West.

It has become well known nationally among hotel patrons.

Naturally, it is celebrated in its own community. To citizens of Wichita, the Lassen is *The Lassen*.

With the national and local reputation so well established, it would seem that the Hotel Lassen was in an enviable position. Such was not the case.

The management saw that it faced a situation which was disagreeable, when an advertising agency made an analysis of its business a few months ago. Between the national and local reputation existed a wide gap. The surrounding territory—that territory from which every transient house must draw a large percentage of its business—knew comparatively little about the Hotel Lassen.

Farmers from the surrounding country; merchants, doctors, lawyers, or other people from nearby towns, when they came to Wichita, all too frequently sought lodgings elsewhere than at the Hotel Lassen. There is an air of luxury about the Lassen to which the easy-going sons of Kansas were not used. Such refinements, they argued, must mean expensive rates. Without stopping to compare those rates with others, they took their baggage to some smaller rooming house or hotel, and the Lassen was without the pleasure of their company.

To break down this prejudice in some people, and to make the acquaintance of others, who, although they had no prejudices, were ignorant of the inducements the Hotel Lassen held out, was the prime problem the management had to solve.

Richard M. Gray and John Rigby are the owners of the hotel. They decided upon an advertising campaign as the best method they could pursue. The local papers of the surrounding cities were to be the medium.

The next question was, What kind of a campaign?

HISTORICAL ADVERTISING IS DECIDED UPON

It was after scores of ideas had been considered and rejected that the management decided upon the idea of trying a historical campaign. It was not to be a purely historical series, as usually understood. The Hotel Lassen knew the weakness of the ordinary historical series. Something which combined the interest value of history, with a close tie-up to the hotel problems, was essential.

"The Old Wayside Inn," at Concord—that inn which Longfellow immortalized with his poem, "The Ride of Paul Revere"—suggested itself to one of those who were discussing the problem.

"Why not publish a series of advertisements describing some of the ancient and historical inns and hotels of the country?" the question was asked. "Every American is a natural born lover of tradition. To prove this, look at the tourist travel to Europe. The American is far better known as a traveler and a visitor of shrines, both sacred and historical, than is the European who lives much closer to them."

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The more the idea was considered, the better it appeared to be. At first it was thought a good scheme to take in not only historic inns of this country, but of the Old World also. Later, this idea was discarded.

"America for Americans," said the management. They argued that while American people may

sufficient to insure fame and continued patronage to that place. Today the tale is different. The task today is not to house one great gathering or to please one famous man—but to please hundreds of people every day.

The Hotel Lassen, Wichita, Kansas, is nationally known as a first-class hotel, not because of those who have stopped here or the historic deeds done, but because of the uniform excellence of its complete service and accommodations, a welcoming spirit and a rate of charge commensurate with the pocketbooks of all patrons. The Lassen is located near all theatres, retail stores and main office buildings.

All the advertisements bring out the same point. Virtually it is this:

"While it was possible in olden days for a single historic event or a single great man to make an inn famous so that it drew patronage for ages, that is no longer true. Today the only way a hotel can win patronage is by building up a solid foundation of service, with a superstructure of quality and reasonable rates. These things the Hotel Lassen offers you."

The success of the campaign, and the campaign is still in its infancy, has been gratifying.

Mr. Rigby states that results from this advertising indicate

that the hotel already is "bridging its gap."

"Six months ago we had very few country people here," he said. "Today we have numbers of them, and I am inclined to give most of the credit to this campaign.

"And let me tell you right here and now, the country and small-town people make ideal patrons for the hotels. They pay their bills promptly. They make no fuss over trivial accommodations. They are nice to deal with. And they are far less likely to have objectionable characters among them."



The Inn Washington made Famous

In days of old, an inn or a hotel could, by housing a single great man overnight, suddenly become nationally famous, and live for centuries on the fame thus obtained. Today that condition does not prevail. A hotel to be famous today must provide the service, the accommodations, that people demand. It is this very thing which has made the Hotel Lassen, Wichita, Kansas, known throughout the United States. It has an enviable reputation for comfort, convenience, a homelike atmosphere and a central location, coupled with a very low price scale.



*"Nearly Everybody
Sings at the Lassen"*



COPY THAT STARTS WITH "ATMOSPHERE" AND ENDS WITH PRICES

be interested in traditions, both of Europe and America, it stands to reason they are more interested in those of their own country.

The method of handling was the next problem—the tie-up. This was solved in a peculiarly effective way. One of the earlier advertisements of the series, illustrates the method which has been followed throughout the campaign. Here it is:

THE CARILDO—WHERE LOUISIANA BEAMED AMERICAN

A single historical event occurring in a tavern in the days of the past was

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Appointments Made by New York "Tribune"

Charles A. Pope, who was recently in charge of the New York office of the Bellamy-Neff Co., Chicago advertising agency, has been appointed manager of financial advertising by the New York Tribune. Mr. Pope had been with Doremus & Co., advertising agency, New York and the New York Journal of Commerce, before he joined the Bellamy-Neff agency. At the Tribune he succeeds Raymond Schooly, who has been made manager of local advertising.

Federal Agency Advances

A. V. B. Geoghegan

A. V. B. Geoghegan, newspaper space buyer of the Federal Advertising Agency, Inc., has been appointed manager of the media department. He will be assisted by M. J. Foulon and F. W. Krocck.

Philadelphia Agency Has Standard Heater Account

The Standard Heater Company, Williamsport, Pa., has placed its advertising account with the Herbert M. Morris Advertising Agency, Inc., Philadelphia. A newspaper campaign is now being run in a number of Eastern cities.

New Record for Newsprint Production

Newsprint production in North America established a new record of 2,600,000 tons in 1922 of which 1,448,000 tons were manufactured in the United States and 1,152,000 tons in Canada. The previous high-water mark of 2,400,000 tons was made in 1920.

New Accounts Placed with Chicago Agency

Wing & Son, New York piano manufacturers, have placed their advertising with the Matteson-Fogarty-Jordan Company, Chicago advertising agency.

The Matteson-Fogarty-Jordan Company will also direct the advertising of the Malloch Knitting Mills, Grand Rapids, Mich., manufacturer of hosiery, underwear, etc.

Walter Buchen, President, David C. Thomas Co.

David C. Thomas has disposed of his interest in the David C. Thomas Company, Chicago advertising agency. Walter Buchen, formerly vice-president of the company, succeeds Mr. Thomas as president.

**The
George L. Dyer Company
42 Broadway
New York
Western Offices
76 W. Monroe St.
Chicago**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

Uses Illustrated Testimonial in Political Advertising

New York Congressional Candidate Makes Good Use of His Advertising Knowledge

ANOTHER use of advertising, instead of the torch-light parade, to appeal to the silent voter was seen in the recent special Congressional election in New York City on January 30. The political battle was described by the *New York Times* as one "between a Music Man and an Orator,

advertising and sales methods. For the last ten years his chief activity has been the building of theatres.

In his direct-by-mail advertising to the voters of his district Mr. Bloom seemed to draw mostly from his theatrical business experience. He did say in his letter

to the voters, "I am a business man, whose interests are all centered in the City of New York. As such, I appreciate the necessity of efficiency and economy in government. All my life I have been in close contact with the people, and I understand their wants and sympathize with their aspirations."

But the *piece de resistance* of his advertising was a sort of illustrated testimonial much like the letters of delighted theatre-goers to the producer of the play. A four-sheet folder with an illustration in the upper left-hand corner of each page was mailed with the letter.

These illustrations showed Mayor Hyland, New York State Senator Straus, Gov-



THE FIRST SHEET OF A FOUR-PAGE CIRCULAR LETTER

between a talking machine man and a talking man."

Walter M. Chandler running for the office of Congressman on the Republican ticket for the seventh time, having been elected four times and defeated twice, is noted as an orator. He was opposed by Sol Bloom known as "the Music Man" because he once sold talking machines by unusual

means. He is in favor of the old-time political methods, and to tell the truth, the old-time politicians. This is the day for new blood and new ideas. Government has come to be the means of perpetuating corporate interests and protecting the rich. The much-needed law has been compiled by legislative bodies in the form of laws for immigrants and impersonal things. The time has come to make laws for human beings.

We made the fight last fall to put humanity in government. I am in favor of your election because you are a man of honor, a man who will work for the welfare of the people. You will have in mind nothing but the highest good of the men, women and children of our country.

Because I know you, I have confidence in you. I shall be glad to greet you as my colleague in the next Congress, and if the people of your district come to know you as I do, you will be ever-delightfully elected.

With very best wishes, and my kindest regards to your good wife, I am,

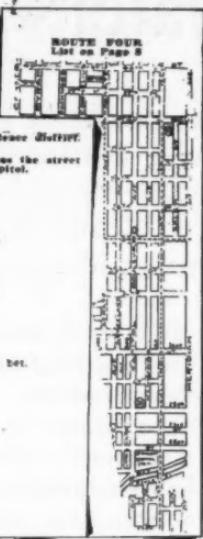
Sincerely yours,

Royal S. Copeland.

At last accounts Sol Bloom was leading Mr. Chandler by a little less than 200 votes.

Reprint of part of two pages from a sales route book showing how maps in the book make it easy for the salesmen to follow the listings. Note the classification of stores and neighborhoods.

ROUTE FOUR—Forty-two groceries in better residence district
44 outlets, 200, TC, 9 chain.
Take Illinois car at Washington and Illinois (across the street from The News) to Twenty-first. Go west to Capitol.
Capitol, N. 200, C. A. Betz, B mid.
Illinois, N. 21st, John Stewart, C bet.
Illinois, N. 218, Child's Grocery.
Illinois, N. 219, W. H. Robert, B bet, bak.
Illinois, N. 219, F. P. Baker, C bet.
Illinois, N. 214, Fullots Grocery, B bet.
Illinois, N. 215, Jensen-second, Jensen's Grocery, B bet.
Illinois, N. 216, Hill's Grocery, A bet.
West on Twenty-first.
Capitol, 254, Quinimer Market, B bet.
Twenty-sixth and Capitol, Capitol Grocery, A bet.
Twenty-sixth, W. 256, Smith and Walker, C bet.
Capitol, N. 2806, E. W. Lindsey, B mid.
West on Twenty-eighth.
Twenty-eighth, W. 216, Standard Grocery.
Twenty-eighth, W. 217, J. L. Carpenter, B bet.
Twenty-eighth, W. 271, R. V. Williams, C bet.
Twenty-eighth, W. 421, A. E. Davis, B mid.
Twenty-eighth, W. 422, Johnson-Dorothy-Grocery Co., A bet.
Illinois, N. 2844, Child's Grocery.
Twenty-ninth, W. 407, F. G. Wright, B bet.
Twenty-ninth, W. 408, C. W. Weinhorn, C bet.
Illinois, N. 2804, Mendenhall & Co., B bet.
West on Thirtieth.
Thirtieth, W. 223, F. J. Hoy, B bet.
Thirtieth, W. 248, F. J. Hoy, B bet.
Thirty-first, W. 141, H. Randy, C mid.
Thirty-first, W. 205, W. W. Snell, C mid.
Illinois, N. 2371, Child's Grocery.
Capitol and Thirty-fourth, F. M. Schad, A bet.
Capitol, N. 2386, Standard Grocery.
Illinois, N. 2391, F. P. Cavender, B bet.



Your Salesmen Need This Route List

A salesman in Indianapolis, equipped with a News route list, can sell more goods and sell easier. The News route list tells where and how to go. It classifies the stores and neighborhoods. The saving in time and energy effected by this pre-knowledge of the territory is valuable. Instruct your salesmen to call at The News office for their route lists. This service is gladly given to all.

The Indianapolis News

FRANK T. CARROLL, *Advertising Manager*

New York Office
DAN A. CARROLL
150 Nassau St.

Chicago Office
J. E. LUTZ
The Tower Bldg.

Dealers Demand More

To increase their sales 150 farm equipment and hardware dealers at the Western Implement and Hardware Association meeting in Kansas City, January 16, 17 and 18, adopted a resolution for more farm paper advertising, declaring:

"It is gratifying to note that manufacturers are returning to the farm press to advertise their products. For two years farmers have been unable to discover through literature that comes to their homes that manufacturers had anything to sell. To say the least, this created an unconscious impression that everybody was slacked up and was hedging. We know of no better method of laying the foundation of a sale of a machine than to use the printed page. The manufacturer shows that he has confidence in the merits of his product when he advertises it over his signature, and the farmer takes it as a recommendation and a guarantee from the manufacturer.

"The decision to add needed equipment for the farm and home is more frequently made by the farmer and his family in their home circle than in the business place of the dealer. In almost every case the advertising pages of their favorite farm paper are consulted."

Circulation 1,593,160

Arthur Capper
PUBLISHER

TOPEKA, KANSAS

THE CAPPER

Sections - Capper's Farmer - Oklahoma Farmer
Kansas Farmer and Mail and Breeze

Farm Press Advertising

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The same stand was taken by the National Federation of Implement Dealers' Associations at their twenty-third annual convention, Chicago, October, 1922, when they emphatically urged manufacturers to resume farm press advertising.

For years The Capper Farm Press has carefully built up a close and intimate contact with dealers of all kinds. Consistent advertising in the dealer trade press has acquainted all dealers with the various Capper Farm Press papers, and the extent of their influence in each dealer's territory. This has been amplified by means of personal contact at associational meetings in the field and in other ways.

This unique indorsement is eloquent testimony of dealers' realization of the invaluable sales asset which the manufacturers' advertising in The Capper Farm Press creates for them.

In dealer prestige as well as in buying quality of subscribers, editorial prestige, standards of publishing policy and record of actual accomplishments, it is clearly evident that The Capper Farm Press is the *first medium in the first farm market.*



Line Rate \$8.15 M M Rate \$5.12

FARM PRESS *Marco Morrow*
ASST. PUBLISHER
Farmer Nebraska Farm Journal—Missouri Ruralist
Breeze Pennsylvania Farmer—Ohio Farmer—Michigan Farmer.

Try It Out in Representative Milwaukee

ROTOGRAVURE*

Milwaukee - Wisconsin

THE JOURNAL now offers national advertisers the beauty and effectiveness of Rotogravure and the quick responsiveness of newspaper advertising. DOMINATE the prosperous Milwaukee - Wisconsin market with Rotogravure. Reach consumers, retailers and jobbers at one low cost.

The Journal is the first and only newspaper in Wisconsin with a Rotogravure Pictorial Section as a Sunday feature.

*Reserve space early. Forms close 18 days previous to publication. Copies together with rate card will be sent on request.

The Milwaukee
JOURNAL
FIRST - by Merit

"As Milwaukee Buys — The Nation Buys!"

Advertising the Truth about Mahogany

Importers Engage in a Continuing Campaign to Correct False Impressions and Bring about Understanding of Trade Terms

By James True

NOT long ago, Wanamaker's, New York, sold a genuine Chippendale mahogany highboy for \$4,500. Although higher prices for antique mahogany pieces are frequent, the incident was given a great deal of publicity, and is typical of an influence that has handicapped the various uses of mahogany for many years.

In museums throughout the country, the furniture that is prized for its historical interest is largely mahogany. The wood is closely associated with the names of the famous old furniture builders—Chippendale, Sheraton, Hepplewhite, Phyfe and others. And its modern uses have been mainly confined to the manufacture of the finest and most expensive furniture, the making of reproductions of antiques, and the interior woodwork and furnishings of banks, wealthy institutions and expensive homes.

Thus, until recently, because of the romance and atmosphere of luxury and elegance that had been thrown about mahogany, and because of the well-known fact that all of the wood is imported, the conviction was general that it was expensive, very rare, difficult to work, and altogether beyond the reach of the average home-builder for trim, mantels, stairs and furniture.

Now, however, due to the extensive advertising of the Mahogany Association, Inc., New York City, many thousands of prospective home builders and the general public know that mahogany for every suitable purpose costs little if any more than many other cabinet woods. They also have been informed of innumerable other interesting facts concerning mahogany and its past and present uses, and the interest they have evinced is having a remark-

ably stimulating effect throughout the industries that use mahogany.

Early in 1921, several of the large importers of mahogany, realizing the necessity of correcting the many prevailing erroneous convictions about their product, held a meeting and discussed the advisability of an advertising campaign. Out of this meeting grew the association, which was incorporated in March, last year, with about twenty-two members, all leading importers and handlers of logs, lumber and veneers. In June, F. C. Schmitz was appointed secretary. Today, the association has a membership of over thirty.

"The principal reason for our organization," Mr. Schmitz said recently, "was to broadcast the truth about mahogany. We have carried on a dignified, thoughtful advertising campaign, with no depreciation of other woods, and for the past year we have told the public the facts about mahogany through the use of liberal and frequent space in fourteen general magazines. We have also advertised to furniture manufacturers, woodworking mills and architects through eight trade papers.

THE "MAHOGANY FINISH" QUESTION

"Our circular material has been extensive, also. One of the truths we have endeavored to establish is that there is no such thing as 'mahogany finish,' and the National Vigilance Committee of the Associated Advertising Clubs in co-operation with The Retail Furniture Association sent, last summer, a letter to practically every furniture dealer in the country calling attention to this and other frequently used terms that are misleading. With the letter was enclosed the circular of the Vigilance Committee recommend-

Feb. 8, 1923

ing the 'four standard furniture names' to which all advertising matter should conform.

"To architects and manufacturers we have sent several letters, booklets and folders. For the general public we have, to date, issued five folders which cover the subject with fair thoroughness, and we have circulated well over one million copies. Individual requests are now coming in for them at the rate of over a hundred a day."

All of the advertisements are illustrated and, in layout and typography, create an effect of charm and good taste that is usually associated with mahogany. The texts frequently mention the appearance of luxury and refinement of the rooms that are trimmed and furnished with the wood; but every piece of copy emphasizes the moderate cost, and mentions that mahogany improves with age, is easy to care for, and adds a permanent value to the house. All advertisements also mention the titles of the folders and state that they will be sent free on request.

The folders are unusually effective, considering that they are inexpensively printed in one color. Four of them deal with antique and modern mahogany furniture, and the other, "The Home Beautiful," is a treatise on mahogany interior woodwork. The last presents the floor plans, the front elevation, and two interior views of the "Bungalow Beautiful," built last year for exhibition purposes on the Million Dollar Pier at Atlantic City.

After giving general information on mahogany and describing the bungalow, this folder states that the mahogany used in the house cost but eighty dollars more than an estimate on the cheapest cabinet wood. "Genuine figured mahogany," it goes on to state, "for living-room, dining-room and den, in which was included window and door trim, doors, baseboards, mouldings, built-in bookcases and mantels, cost only \$880—and this means solid mahogany for everything except the doors, where good practise dictates the

use of five-ply panels and built-up stiles and rails, veneered with genuine figured mahogany."

In similar manner, all of the advertising material emphasizes the fact that the cost of mahogany is little more than that of less effective woods. "And we find," continued Mr. Schmitz, "that it is as desirable to keep the subject of cost before dealers and manufacturers as it is to advise the public.

"It is only natural for furniture dealers to ask prices that the public expects and is willing to pay. But we are trying to induce all dealers through our advertising to the trade to price genuine mahogany furniture on the same basis as furniture of other woods. We are endeavoring to prove to them that it is better business to sell a quantity at consistent prices than a small amount on a slow turnover at extravagant prices.

THE COLOR IS WATCHED

"Another effort that is having good effect is our attempt to encourage manufacturers who use mahogany for any purpose to finish the wood a lighter color than has been usual. The lighter color is more salable because it is more effective. Dark stain does not give the wood a chance to develop its beauty of figure with age, to take on the soft, mellow tone of the old mahogany furniture that is so universally admired.

"All of the trades using mahogany have welcomed and encouraged our advertising. The mill men are also co-operating with us to some extent, and they seem to be more willing every day to price mahogany trim on the same basis as the domestic cabinet woods.

"As to results, they are, of course, indirect from our viewpoint. However, we have seen a number of indications that our advertising is producing results. We have done some investigating among members of the retail trade, and furniture dealers generally state that our campaign is doing two things for them that are directly beneficial. It has largely reduced the fear of imitation and substitution because thousands of

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How VOGUE landed “One of the best accounts on our books”

Our first page advertisement ran in the June fifteenth issue of Vogue. In advance of the appearance of this page we sent reprints of the advertisement to a selected list of our dealers and prospects.

At that time we had no salesmen on the coast, but shortly after mailing the reprints of our Vogue advertisement we received a very nice order from * of and this account today is one of the best on our books. We are delighted with the results of our Vogue advertising.

(Signed)

HOLYOKE SILK HOSIERY CO.

* Name on request

V O G U E

the dealers' customers now know that mahogany is plentiful, and they do not question the dealers' assurance of the genuineness of the wood. Our advertising has also created a great deal of interest in mahogany furniture generally, and in better designs.

"At the Grand Rapids show there is a larger percentage of mahogany furniture being shown this season than last. We believe this to be, partially at least, attributable to our campaign.

"Recently, a large furniture manufacturer stated that at his present rate of increase he would, within the next six months, be making twice as much mahogany furniture as he made last year. And he added that he had just placed a contract for more mahogany than he had used during the previous year and a half. We have heard enough statements of this kind to lead us to believe that all of the representative manufacturers in the country have felt, in some degree, the good effect of our advertising.

"In the interior woodworking industry the results are slower, but are already apparent, and we believe that they will be greater than in the others, eventually. A large percentage of our inquirers state that they are planning or building homes and expect to use mahogany for interior trim.

"Our idea, in advertising, is to build up a steadily increasing and healthy demand for mahogany for all suitable purposes. So far, we have been endeavoring to lay a solid foundation. However, the results already apparent are highly satisfactory, and, in some instances, exceed our expectations. Our present schedule does not extend beyond May; but our 1923 volume of advertising will, we believe, at least equal that of last year, and the Mahogany Association will continue to advertise indefinitely."

Has Investment Account

Brokaw & Company, investment securities, Chicago, have placed their advertising account with the Chicago office of Albert Frank & Co., New York.

Underwear Advertising Ties Up with Winter Sports

The Glastenbury Knitting Company, Glastenbury, Conn., taking advantage of the interest in winter sports, captions special newspaper copy "For Winter Sports" and states that Glastenbury underwear is "a protection against sudden chilling of the body." Newspapers of Boston and New York are instructed to run this copy on winter sport pages, or on occasions such as winter carnivals.

Funeral Directors Want Educational Advertising

Members of the National Funeral Directors Association of the United States are again agitating the appointment of a committee on advertising to take charge of an advertising campaign, the purpose of which would be to educate the public more fully as to the professional duties of the funeral director and embalmer, with the object of overcoming existing prejudice.

Will Direct Advertising of Merchandise Fair

Sherman & Lebair, Inc., New York advertising agency, again has been appointed to direct the advertising of the national merchandise fair of the National Retail Dry Goods Association.

This fair, which is the second to be conducted by the association, will be held at Grand Central Palace, New York, July 23 to August 3.

Two New Accounts with Stavrum & Shafer

The Hartmann Sanders Company, Chicago manufacturer of pergolas and garden furniture, has placed its advertising with Stavrum & Shafer, Chicago advertising agency. Stavrum & Shafer are also placing the advertising of the Continental Merchandise Company, Chicago manufacturer of Pennington coin winding clocks for savings banks.

New York "Sun" and "Herald" Appointment

Edwin A. Sutphin, national advertising manager of the New York *Sun* and *Herald*, has been appointed advertising manager.

Winfield Urmy, who had been assistant national advertising manager of the *Sun* and *Herald*, succeeds Mr. Sutphin as national advertising manager.

St. Louis Business School to Advertise in Farm Papers

The Rubican Business Institute, St. Louis, will advertise correspondence courses in shorthand, typewriting, bookkeeping, accounting, etc., in Mid-West farm papers. It has appointed the Simpson Advertising Service Co. of that city to handle its advertising.

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A Portrait Study of Mlle. Chanel by Baron de Meyer

ONE of the best-dressed women in Paris—Gabrielle Chanel. The brains, the inspiration of Maison Chanel—one of the most famous of Parisian dressmaking establishments. Baron de Meyer has induced Mlle. Chanel to tell American women of fashion her ideas of good taste in dress—in the February Harper's Bazar.

Harper's Bazar



In the m

CO-OPERATIVE marketing has placed the farmers of New York State in a position to rival any industry in the country in the matter of stability.

By being assured a steady and advantageous return on their products, the farmers are able to plan ahead from year to year and greatly increase their productivity.

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York State farm market should be particularly interesting to you. It means that you can sell your own products to these farmers insteadly increasing quantities.

And the way to reach these farmers is through the advertising pages of the Dairymen's League News.

More than one hundred thousand farmers read the News because it is farmer

owned and controlled, because it stands solidly behind the co-operative marketing movement, and because it is a worth-while publication.

These progressive farmers and their families will be glad to give to your advertising message the attention it deserves.

Dairymen's League News
Utica, N. Y.

NEW YORK: 119 West 41st St.
Phone—Bryant 3463
CHICAGO: 608 Otis Building
Phone—Franklin 1429

Zone Merchandising as Applied to Erie, Pa.

The sizable market of Erie, Pa., is so situated as to be easily and economically merchandised from points in three different states: Buffalo, Pittsburgh and Cleveland.

Salesmen working western New York state, central Pennsylvania and eastern Ohio might just as well cover Erie, Pa. Within a couple of hours the men can reach Erie, a city of 102,093 (1920) and a market of 154,000.

The Erie Daily Times, established 35 years ago, so covers its compact market as to insure greater than usual returns than from papers in other cities of similar size where competition requires several papers for adequate coverage. This cuts down advertising cost and increases net profit. The Times has over 27,000 net paid circulation at 8c per line flat.

Erie Daily Times

A.B.C. Member

Evenings Except Sunday

Representatives:

E. Katz Special Advertising Agency

Established 1888

New York Chicago Atlanta Kansas City San Francisco

The Banker's Interest in His Customer's Advertising

Many Sides to the Question, "Shall the Banker Loan Money to a Business Concern to Finance Its Advertising?"

LOS ANGELES, CAL.

Editor of Printers' Ink:

Can you furnish list of articles published covering reasons why bankers should co-operate on financing company's advertising?

BATES, HARRISON AND JAMES, INC.

THE banker is a conservative in advertising. While he may be spending a considerable amount of money advertising his bank and its services, and using good ideas in his own copy, he considers each concern which comes for a loan for advertising purposes on its own merits. The fact that a manufacturer wants money to advertise does not make the loan attractive if some other bad situation is present. Many banks believe that expenditures for the building up either of plant equipment or good-will should be taken either from stockholders' capital or earnings.

The big depositors in many banks are manufacturers who advertise. In the case of a successful company the bank believes advertising expenditure is justified and consistent advertising is one of the most important factors to consider in relation to the probable progress of a customer. As between two companies the financial statements of which are practically identical, the one that advertises is, as a rule, the better credit risk. The majority of banks would say that the question as to whether a bank's funds should be loaned for an advertising campaign could not be answered generally. They consider advertising a profitable investment for a manufacturing concern but not a self-liquidating asset. The product made by the borrower has a bearing on the question. "Profits on your production will not build capital fast enough to take care of its quick increase in volume your campaign may bring," says one banker. He is looking at the

customer's problem from a financial angle.

There is another type of banker, "an advertising reactionary," who does stand in the way of modern business progress. Of his type Festus Wade, president of the Mercantile Trust Company of St. Louis, said in *Printers' Ink Monthly*:

"When a banker strikes at efficiently applied advertising he strikes at salesmanship and the heart of business. The only possible reason I can advance for the attitude of some bankers toward advertising is that they do not know what advertising is. They have learned much in the last six years and I think the advertising reactionaries among them are in the minority."

This progressive banker also said: "If a manufacturer should scrap a considerable portion of his plant in a radical move to reduce production cost this would properly be regarded as a danger signal. But the importance of this is slight, indeed, when compared to lessening the efficiency of the force that keeps the public sold on the goods. I don't claim to be any smarter than the average, but this is a thing that is as plain to me as A B C. Therefore, I say that the manufacturer who does not properly nurture consumer demand when once he has established it through advertising is, if anything, a less desirable credit risk than the man who lets his plant deteriorate.

"And even those bankers who say they do not consider advertised reputation as a basis for extending credit are influenced by this very principle, although perhaps subconsciously.

"Let one of these bankers be approached by a credit seeking manufacturer who is a national advertiser and who therefore has established a country-wide market

Feb. 8, 1923

for his goods, and see what happens. In 90 per cent of such cases the fact that the branded name of this man's product has been made a national 'buy word' through advertising will be the strongest factor in getting him the credit he seeks. The banker absolutely considers this reputation but may not realize at the time that it was advertising that created the reputation.

"This transaction disposed of, the banker may then be approached by the president of a new manufacturing concern which is trying to make its name. The second man may have an article of unquestioned superiority. He may have an adequate manufacturing plant. But he has not yet established a name for his goods. Plainly, advertising is the one big thing he needs, but the banker turns down the application for the loan because what he regards as too much of the amount is to be spent for advertising. In the one case the banker helps the advertiser to cash in to a greater extent on the reputation that advertising has brought him and in the other he is depriving a manufacturer of the right to build the very kind of reputation that influenced him in the first case.

"I am glad to say I do not believe transactions such as the hypothetical one I have just mentioned are to be encountered as often today as they were a few years ago. Every day bankers are waking up to the underlying power and pull of advertising. The sooner the better."

Inquiries have disclosed the fact that bankers in large cities are more apt to have a liberal attitude toward the value of a manufacturer's advertising in relation to the rest of his business than the banker in a small town. There also seems to be a geographical influence in the banker's attitude toward his client's advertising. Banks in the Middle West and Far West as a rule have a better appreciation of the power of advertising as business insurance than those in the East.

The banker needs more infor-

mation on what advertising can accomplish as a business building force.

PRINTERS' INK has consistently carried this message to bankers often by means of articles written by bankers on advertising. A list of articles on this subject follows.—[Ed. PRINTERS' INK.]

(Printers' Ink Monthly)

When the Banker Becomes Merchant or Manufacturer (*How combination of banking and trust functions is broadening banker's view of the business world*); September, 1921; page 34.

Anti-Advertising Bankers Block Business (*Festus J. Wade, President, Mercantile Trust Co., St. Louis—his views on advertising*); December, 1921; page 29.

(PRINTERS' INK)

What the Banker Thinks of His Clients' Advertising (*Replies to a questionnaire issued by the Bankers Magazine*) November 2, 1922; page 145.

A Banker's Appraisal of Advertising (*John G. Lonsdale, President, National Bank of Commerce, St. Louis, May 18, 1922*; page 92.

Banker Tells How Advertising Can Bring Profits in 1922 (*John W. Staley, President, Peoples State Bank, Detroit*); March 2, 1922; page 87.

Bank Loans for Advertising (*A. C. Robinson, President, Peoples Savings & Trust Co., Pittsburgh, tells why loans for advertising should be investigated*); January 19, 1922; page 128.

Where Is the Money for Advertising? (*Are bank loans made to help business, or to place business in bankers' control?*); December 29, 1921; page 87.

When Bankers Approve Loans for Advertising (*Letter from Philip E. Guckles, President, Integrity Trust Co., Philadelphia, Pa.*); December 22, 1921; page 116.

Banker Tells How Advertising Can Get Credit Backing (*F. O. Watts, President, First National Bank, St. Louis, Mo.*); December 1, 1921; page 77.

Long-Established Bank Speaks for Advertising (*P. L. Goldsborough, of the National Union Bank of Maryland, Baltimore*); November 24, 1921; page 162.

A Real Chance for Co-operation (*Co-operation between banker and advertising agent*); November 17, 1921; page 183.

Festus Wade's Views on Advertising as a Business Force (*President, Mercantile Trust Co., St. Louis, Mo.*); November 17, 1921; page 33.

The Banker as a Merchandiser (*Constructive business development demands acknowledgment of the help advertising affords*); November 10, 1921; page 41.

Advertising and the Banker's Attitude toward It; November 3, 1921; page 69.

How Advertising Looms Up in Bankers' Minds Today (*John Fletcher, Vice-President, Fort Dearborn National Bank, Chicago, Ill.*); October 27, 1921; page 3.

This Year's Serious Reading—Balance Sheets (*Getting the bankers' okey on advertising plans*); October 13, 1921; page 3. Second instalment, October 27, 1921; page 93.

Selling the Banker on Advertising

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When Good Fellows Get Together

∞

I am sending copies of March Cosmopolitan to a number of my friends—friends who on my return from Europe last autumn pestered me with, "Gee, it must be great over there; all the liquor you want, no cops spying on you, no bootleggers; just lots of personal liberty and jazz."

I want those fellows to read a poem, "When Good Fellows Get Together," by Berton Braley, in the March issue.

EDITOR.

Fiction Interprets Life
Cosmopolitan
America's Greatest Magazine

W. S. BIRD
Eastern Sales Manager

A. C. G. HAMMESFAHR
Business Manager

J. J. BARNETT
Western Sales Manager

(Letter from Ralph Anderson, Assistant to President, Sacramento and San Joaquin Bank, Sacramento, Cal.); September 22, 1921; page 84.

Bankers Are Told about Advertising (The mid-continent banker advertises advertising); September 15, 1921; page 32.

How Advertising Aids the Credit Seeker; April 14, 1921; page 3.

Why Banks Don't Know Value of Commercial Advertising (R. D. Brigham, Vice-President, The Anglo-California Trust Co., San Francisco); September 1, 1921; page 42.

The Bank's Attitude toward Advertising (Bid in financing is often a valuable by-product of advertising); July 21, 1921; page 3.

More Information Needed (Banks should know more about their clients' advertising and merchandising plans); March 31, 1921; page 155.

Senate Committee Has Hearings on Security Sales Bill

The subcommittee of the Committee on Interstate Commerce of the United States Senate recently held hearings on a bill to regulate the sale of securities in interstate commerce. This bill was passed by the House of Representatives on April 22, 1922, and is expected to be reported out favorably at the present session of the Senate Committee on Interstate Commerce.

The bill is known as H. R. 10,598 and was introduced by Representative Denison of Illinois. It is an act "to prevent the use of the United States mails and other agencies of interstate commerce for transporting and for promoting or procuring the sale of securities contrary to the laws of the States, and for other purposes, and providing penalties for the violation thereof."

Cement Company Increases Advertising Appropriation

The Security Cement & Lime Company, Hagerstown, Md., "Security" Cement and "Berkley" Hydrated Lime, has increased its annual advertising appropriation 50 per cent over 1922. The company recently applied for registration of the trade-mark "Security" for use in connection with a new cement sack design. The account is handled by Elmer L. Allen, New York advertising agent.

Investment Account for Ferry-Hanly

Lackner, Butz & Company, Chicago investment house, have placed their advertising account with the Ferry-Hanly Advertising Company, Chicago. Newspapers and magazines will be used for this account.

Pittsburgh Publisher Honored

Col. Charles A. Rook, publisher and editor of the Pittsburgh *Dispatch*, has been appointed a Director of Public Safety by Mayor William A. Magee.

PRINTERS' INK

Making Use of Government Service

One of the salesmen for a certain nationally advertised candy has supplied this interesting example of enterprising salesmanship.

He had started out through his territory with a portfolio of the new campaign scheduled to appear in a group of high-grade magazines. For some unforeseen reason it failed to make an impression on the dealers, and finally one of them said, "Yes, the candy and the advertising may be all right, but none of my customers reads those magazines." He was also the newsdealer for the community and he knew that there was no demand for them.

Later the salesman got into a conversation with the local postmaster and asked whether anybody in the town got those magazines. The answer was yes and he was able even to get a list of the names of some of the subscribers.

With this information the salesman returned to the dealer. He asked him if he knew any of these people and was told that they were leading citizens and probably the store's best customers. When he told the man that they all were regular subscribers to one or more of the magazines which would carry the advertising for his candy, the dealer immediately gave him an order.—From the J. Walter Thompson "News Bulletin."

New Accounts with Richmond, Va., Agency

The Berlin & Jones Company, Inc., New York, manufacturer of social stationery; the Tono Scalpa Company, manufacturer of Tono Scalpa Hair Tonic; the Atlantic Varnish Company, manufacturer of Spartex, both of Richmond, Va., and the Ford Flour Company, manufacturer of Merry Widow Self-Rising Flour, Nashville, Tenn., have placed their accounts with Cecil, Barreto & Cecil, Inc., advertising agency of Richmond, Va.

Women's Advertising Club Started at Detroit

The Women's Advertising Club of Toledo, O., represented by Hazel Boxley, president, and Marian Powell, vice-president, organized the Women's Advertising Club of Detroit, Mich., on January 26. About fifteen advertising women were present at this preliminary meeting, at which a temporary chairman and committees were chosen. A charter membership of at least thirty-five is looked for.

Transit Company Starts Newspaper Campaign

The Great Lakes Transit Company, Buffalo, N. Y., is starting an advertising campaign in about 100 newspapers. The campaign is being directed by Advertising Industries, Inc., advertising agency, of Buffalo.

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Automobile Show Advertising in Minneapolis newspapers again confirms the superior worth of Journal circulation. For the twenty-first consecutive show issue The Journal led the Tribune in automotive advertising, for the 1923 Minneapolis show by more than 12,000 lines.

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee, Inc.*

Feb. 8, 1923

"Every day in

**THE
BALTIMORE
SUN**

**in January
carried
2,305,461
lines of paid
advertising,
a gain of
221,764
lines over
January, 1922**

morning evening Sunday

Everyday

The Baltimore Sun's
January Net Paid Average Circulation
 Daily (Morning & Evening) **231,024**
SUNDAY
162,334

A Gain Over
 January, 1922, of---
 Daily, 14,347
 Sunday, 13,835

**THE
MORNING**



EVENING

JOHN B. WOODWARD
 Times Bldg. New York

SUN
SUNDAY

GUY S. OSBORN
 Tribune Bldg. Chicago

Everything	in
Baltimore	revolves
around	the Sun

Facts

The preference of Local dealers in automobiles and accessories resulted in The **(INDIANAPOLIS) STAR LEADING IN AUTOMOTIVE ADVERTISING IN 1922**

The Shaffer Group

CHICAGO DAILY POST
INDIANAPOLIS STAR
LOUISVILLE HERALD
ROCK MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
THREE HAVES STAR

QUALITY PUBLICATIONS

LOWEST MILLINE RATE OF ANY NEWSPAPER PUBLISHED IN INDIANA

This Comparison of Lineage Figures speaks for Itself

	STAR	NEWS	STAR LEAD
Local Display and Classified Automotive Lineage ~	941,412	709,149	232,263
Total Display and Classified Automotive Lineage ~	1,498,222	1,401,356	87,866
Local Display Automobiles and Truck Lineage ~	115,735	106,095	9,640
Local display Automobile Tire Lineage	20,819	20,390	429
Local Display Automobile Accessory Lineage	87,184	92,981	NEWS LEAD 5,797

NOW IS THE TIME TO MAKE RESERVATIONS FOR THE AUTO SHOW AT INDIANAPOLIS-MAR. 5-10.

The Indianapolis Star

FOREIGN REPRESENTATIVES

KELLY-SMITH COMPANY

Marbridge Bldg NEW YORK

Lytton Bldg CHICAGO

R.J. BIDWELL COMPANY

SAN FRANCISCO

LOS ANGELES

The Much-Abused Form Letter

Do Your Form Letters Sell or Unsell? The Latter Variety Is Not Uncommon

By P. K. Marsh

WERE you to trace the genealogy of direct mail, I suspect that you would find it a lineal descendant of both liberty and charity. Such an ancestry is almost the only thing which can satisfactorily explain the crimes committed in its name and the multitude of sins which it covers.

A fair sample is the following letter which came to my desk one day this week. It was a supposed-to-be serious effort on the part of one business man to interest another in an investment. Difficult as the effort may be, please realize that this is a bona-fide, word-for-word reproduction of an actual letter—and then keep in mind, also, that this type of stuff, arriving in the same mail with your letter, definitely complicates your problem because it subtly builds up a wall of distrust against all approaches by mail made by concerns with which the recipient is not already familiar.

Dear Sir:

A friend of yours gave me your name and address, in order that I may tell you to become affiliated with me in a proposition of such magnitude been presented to you.

The golden opportunity is now offered you to become affiliated with me in a sincere, honest, upright and sound Institution.

This is no "gold brick, fly by night, or stock jobbing proposition" but is offered only to a very few select friends and if you are interested I shall be glad to submit full details and proof.

I don't want to bother or trouble you with a lot of reading matter unless you care to know more of me and my plans. You need not trouble yourself to write, just fill in the postcard enclosed and mail it to me at once.

I will immediately call or answer you with full information. I thank you.

Sincerely yours,

Not knowing its sender, I cannot speak with absolute assurance but I suspect that the letter quoted is a maiden effort on the part of the advertiser rather than the work of a man experienced in

sales-correspondence—the shrinking modesty of that second paragraph makes it a classic among form letters of infelicitous and maladroit phrasing. Nevertheless, it is not the beginner alone who fails to sense the right appeal. For example, the New York house which was guilty of the following breach of tactfulness in its approach is nationally prominent.

Writing promptly on the day when the publication reached her, Mrs. Marsh heeded this advertiser's request to "write for catalogue." A few days later she received in reply a communication which began with this blandly patronizing paragraph:

Your request for a catalogue is received. We, however, regret to advise you that it is impossible to favor you, as our entire supply has been distributed.

A recipient might have excused the failure to do as advertised if a logical explanation had been offered but no excuse could soften the antagonism roused by the inept use of the word "favor."

"Favor" in such a context means "to be disposed to aid," "to treat with partiality," "to accommodate"—a stupidly tactless and up-stage attitude to parade before a prospective customer and one which any recipient should properly resent. The worst of the situation is this—the message was printed and, hence, has undoubtedly been distributed in quantities around the United States, multiplying the bad impression by the hundred-fold.

In a later mail the same day Mrs. Marsh received another letter which was similar in that it promised a catalogue as soon as one came off the press—but how differently Daniel Low & Company handled the situation and capitalized the delay:

This little note is to tell you that we have received your request for a copy

Feb. 8, 1923

of the Daniel Low Year Book for 1923. One will be mailed to you early in November, giving you ample time to make your selections for Christmas.

We're almost tempted to tell you something about the good things that are in store for you in this unusually attractive book—of the pleasure you will have in looking through its one hundred and seventy-two pages, selecting here and there gifts for this one and that, knowing that each gift will be sent daintily packed with all mailing or express charges prepaid.

Which attitude is the more winning—the nose-in-the-air condescension of the firm which could not "favor" us or the thoughtful promise of the other that there will be "ample time to make selections for Christmas"?

Because it suggests the possibilities for a "kick-back," the tactless letter beautifully illustrates why a form letter is, perhaps, more dangerous than any other form of publicity. Its strength and weakness both lie in the fact that it is, on the surface at least, a personal message. A distasteful phrasing in an advertisement in a newspaper or periodical may strike you as an example of bad judgment but, since it is impersonal as far as you are concerned, the usual effect is merely to cause you to pass on to something else. The same mistake when repeated in a letter addressed to you becomes a personal matter, not to be so lightly ignored or excused. The New York firm will long be remembered as the company which thinks you should feel under obligation to it if it tries to sell you its goods.

To make the contrast even more unfortunate for the patronizing advertiser the very next day brought Mrs. Marsh this cordial communication:

Madam:

It is a pleasure to send with this letter a copy of the Hathaway Book of Colonial Furniture, which you requested.

The price list accompanies the catalogue, and you will find the prices fixed at those reasonable figures, which a proper consideration for quality and right dealing alone can determine.

You may make your selections from the Hathaway Book without hesitation, with just as much confidence as if you were on the floors of our showrooms here in New York. There is the further assurance of proper shipment. We

guarantee the arrival at your railroad destination of every piece of furniture which you may order—in perfect condition.

What pieces of American Colonial Furniture—Hathaway Furniture—may we send you right now?

Yours sincerely,
W. A. HATHAWAY COMPANY

I have quoted only four examples of form letters and yet they are quite sufficient to suggest what should be the one inviolable rule in preparing a form letter—*Get on the Other Side of the Desk.*

If there is any one time in the business day when the inside viewpoint must be utterly ignored, it is when a form letter is being drafted.

Somewhere recently I came across a brief squib which read about like this—"Prospective customers get almighty tired of reading how the head of some corporation hates himself." That might well have been written about form letters, for it criticizes a tone from which all too many of them suffer. Keep watch for one week of the form letters which come to you and you will realize how few indicate any accurate understanding of your needs or display any convincing interest in your viewpoint.

The sender has merchandise to offer. He voices a consuming pride in it. He waxes eloquent about his pride in it. He orates upon it. He beseeches or adjures you to act. But how rarely he approaches you in terms of your needs or desires and intelligently points out how his commodity solves some single, definite and realized problem in your daily living. I grant you that, in large general phrases, he uniformly holds out a glowing promise of imitable services and satisfaction but isn't it a rarity that he gives you any conviction that he actually and intimately understands your needs?

For every letter which is saved and passed to some fellow-worker or held for the other half of the family to read, probably nine or more go unhesitatingly and futilely to the waste-basket. And the basic reason for the great majority of the failures (assuming

Reputation Fairly Won

High reputation is never the result of chance.

Underneath it you will always find the bed-rock foundation of real worth.

The reputation which the merchandising service of the Chicago Evening American enjoys is based upon the result-producing co-operation that it renders every day.

This service is available to all manufacturers desirous of cultivating this rich, responsive market.

CHICAGO AMERICAN
EVENING

that the mailing list is skilfully built up), is a writer's previous failure to master the topic from the recipient's angle and resolutely soft-pedal everything else.

The man who writes a form letter without "getting on the other side of the desk" is foredoomed to disappointment. The prettiest of phraseology can't save him.

One Dollar a Year Per Member for Church Advertising

A dollar per year per member is a good minimum for a church advertising budget, the Rev. Dr. Clinton Wunder, Rochester, N. Y., told clergymen and advertising men at a luncheon given at New York under the joint auspices of the New York Advertising Club, the New York Federation of Churches and the Y. M. C. A. Speaking of his own church at Rochester, Dr. Wunder said: "I have found that advertising has increased the loose collection 450 per cent, and the loose collection is the index of the presence of strangers and visitors in the congregation. Our attendance last year averaged 2,000 per Sunday, which is an estimated increase of four times over the period when there was no systematic plan of advertising."

Lumber Mill Extends Distribution and Advertising

The East Side Mill & Lumber Company, Portland, Ore., manufacturer of the Miller Gas Lumber Carrier, now selling in Northwestern territory, is extending its distribution by taking space in Southern lumber publications. Direct-mail advertising is also used. The account is directed by Frederick Hyskell & Son, Portland advertising agency.

Breeders' Association's Advertising Plans for 1923

The Holstein-Friesian Association of America, according to a recent announcement, is planning to devote half of its 1923 appropriation to advertising to the public the value of milk from cows owned by members and half to advertising its breed of cattle as an offset to the increased spread of substitutes for milk products widely advertised.

New Soft Drink Campaign Planned

The National Fruit Flavor Company, New Orleans, La., manufacturer of Orange Squeeze and other fruit drinks, will use newspapers of the larger cities in a new campaign. The account is handled by the New Orleans office of the Ferry-Hanly Advertising Company.

Use Classified to Recruit Aldermanic Aspirants

Americans have long since become inured to the display advertising of candidates for political office at election time. The use of classified columns to obtain the names of candidates is not so common. In Chicago recently a nine-line advertisement appeared in the personal column of one of the Sunday newspapers asking voters in ten wards to suggest names of possible aldermanic candidates. "The list of candidates in some of these wards is large, but citizens feel that a broadcast appeal might improve the quality of aldermanic timber" the advertisers said.

"Keepit," a New Lehn & Fink Product, Advertised

Lehn & Fink, Inc., New York, "Lysol" disinfectant and "Pebeco" toothpaste, is advertising a new product, "Keepit," in newspapers of New York City territory. Silk hose soaked in a solution of "Keepit," a powder, are made runproof, according to the copy. A national campaign is planned in a few months.

The advertising for this product is being handled by Chas. D. Levin, Inc., advertising agency, New York.

Summer Clothing Makers Organize for Protection

Makers of fabrics for summer suits in New Orleans have organized under the name of the Summer Clothing Manufacturers of New Orleans. Co-operation for the protection of quality and advertising for the copyrighted label "Made in New Orleans" are among the objects sought. The manufacturers of the association are to co-operate with retailers and consumers in a campaign of education on the New Orleans made fabrics.

Allied Newspapers Add St. Louis Branch Office

Allied Newspapers, Inc., publishers' representatives, New York, has opened a branch office at St. Louis which will be under the management of Lynn Gamble. Mr. Gamble had been with the branch office at Chicago and prior to that he was manager of the St. Louis office of the G. Logan Payne Company, publishers' representative.

With Dave Bloch Agency

The Dave Bloch Company, Inc., New York advertising agency, has appointed Gail Murphy vice-president and Stanley H. Chambers secretary.

Mr. Murphy previously had been with Hoyt's Service, Inc., as account executive and chairman of the plan board. Mr. Chambers was formerly copy chief of the Peck Advertising Agency.

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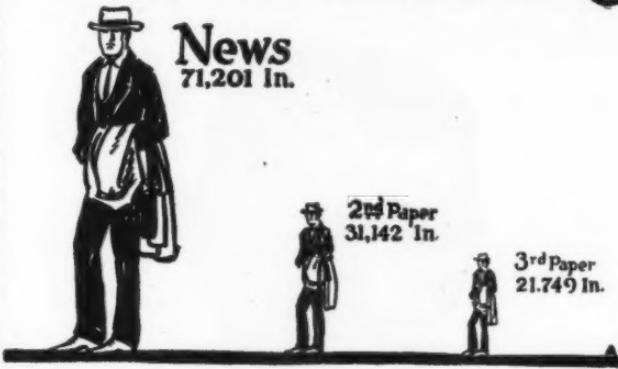
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Detroit News Also Leads In Men's Wear Advertising



THE leading department stores, boot and shoe houses, furniture dealers, jewelry merchants, women's wear stores and grocers prefer The Detroit News and spend from 60 to 80 per cent of their advertising appropriations in its columns.

The men's clothiers also find that the home paper—the paper that goes into the home and stays there—brings the best results.

During 1922 the 16 leading men's merchants used 71,201 inches of Detroit News space, while the second paper carried 31,142 inches, less than half, and the third paper but 21,749, less than a third. To sell the men of Detroit use The News, which reaches practically every home.

The Detroit News

Greatest Circulation Daily and Sunday in Michigan

"Always in the Lead"

Feb. 8, 1923

LARGEST FARM PAPER—1,150,000

*Kanred Wheat Growers
Readers of The Farm Journal*



He gives to his public responsibilities the same close attention and determination to succeed which brought him success in farming.

THE FARM JOURNAL—1,150,000

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nal**THE FARM JOURNAL—1,150,000*****Striving for Farm Progress***

Sedgwick County Farm Bureau is the largest in Kansas; it has 760 members. They are on their toes all the time doing something to help farmers. They are not radical, but consider carefully, plan wisely, then get very busy and keep at it till the job is done. Much of the success is credited to President A. W. Wise, an organizer of the country farm bureau and for several years a director of the state farm bureau.

Mr. Wise was one of the first in the county to demonstrate "Kanred" wheat. Its use was advocated so successfully that a half million dollars annually has been added to the incomes of farmers of the county. They are now introducing "Kanota" oats which doubled the yield for Mr. Wise last year.

Mr. Wise has proved his ability and sound judgment by his farming success and that has given his neighbors confidence to follow where he leads. In 1880 he bought his first "eighty." Now he owns 760 acres, with a farm investment of \$80,000. He has investments, too, in numerous local enterprises—the bank, of which he is president, the farmers' lumber company and elevator company.

Finish what you start and do the job thoroughly is Mr. Wise's motto for success. Use your brains, reflex action will not win in farming any more than in any other business.

Mr. Wise says of The Farm Journal, "*I have taken The Farm Journal continuously since 1882. I take many farm papers, but The Farm Journal fills a place no other does or can.*"

The Farm Journal

NEW YORK

PHILADELPHIA

CHICAGO

0,000

BELIEVED IN FOR 46 YEARS

*USE our lead mold
electrotypes on your
next half-tone work
and note the improved
printing results.*



O'FLAHERTY

STEREOTYPERs ELECTROTYPErS

Makers of Peerless Mats
313 West 37th Street, New York

Getting Acrobatic Display for the Name-Plate

Resourceful Methods of Arriving at It When the Advertiser Believes That Identification Emphasis Is Necessary

By W. Livingston Larned

ONCE in every advertising campaign," states a man whose efforts have been singularly successful over a long period, "I see to it that our name, which is the material thing upon which we must rest when counting up our assets, comes in for bold, even daring exploitation. I am a firm believer in the system which promotes public concentration upon a trade name. Substitution could never advance very far if names of products were firmly fixed in public consciousness, together with their related ideas of quality, of service, of superiority.

"I am continuously amazed and impressed by the inability of the average mind to retain names of advertised goods. Just as the individual who possesses the peculiar gift of remembering names of persons he meets, despite their number, and the automatic association of the name with the person, is relatively rare, so is the man or woman rare whose mind retentively holds the names of products. Scientific tests repeatedly elaborate this thought. People will remember a picture or a symbol when the name will be confused in their memory.

"I have had it happen to me. I have suddenly and unexpectedly been unable to recall the name of an advertised product, just when it was necessary for me to do so and a clerk waited impatiently. In our advertising, therefore, we make it a rule to distribute through every campaign, sometimes as a separate series, some physical glorification of our name. Sometimes it is the name of the manufacturer—as in our case—while in other instances, it may mean the coined name of the product. The idea holds good in both examples.

"Our name is a thing to be

proud of and to concentrate upon. And we feel that our advertising, as a whole, is strengthened by means of special campaigns wherein in this name is given key position."

The above expressions are by no means foreign to the advertising policies of many concerns. But in order to arrive at a satisfactory physical solution, there are layout and composition difficulties that must be surmounted. When you come upon a display which forces the name into the eye and consciousness, and powerfully stamps it there, you may be sure that some artist has studied his theme with far more than superficial care.

It need not necessarily mean the actual size of display lettering, for we have found pages where a relatively small showing of a name, nevertheless, "stood out" with compelling power.

A CASE IN POINT

To illustrate: when the Buick automobile began the innovation of placing its name-plate in the rear of every car, as well as in front, a series of pictures was devised enlarging upon this feature. The tail-lamp, a bit of bracket, and a suggestion of the license-plate, were enlarged upon, with no other illustrative material. But the stenciled name "Buick," as seen above the tail-lamp, in its natural position, was more compelling than if emblazoned in letters three times the size, against white paper, in the conventional manner of showing. The position, the environment and the unusual accessories did this.

Another advertiser had always placed the name of the product, running from one end of its street-car cards to the other, in very bold, daring display, in the

belief that this was the only method. But in gaining one point, several others were lost, for this brutal display harmed the artistic qualities of the designs. Someone suggested allowing the name to be shown only on the container, and this display to take the place of any other. It was tried out and optical results were surprising. For some not easily understood reason the label showing was more commanding than the old idea. Gaze seemed to be narrowed down and concentrated.

Peculiar and rather scientific conditions regulate to an important degree the carrying power of name-plates. A brief summary of some of them is instructive.

By virtue of the peculiarity of the name itself, it may command attention with half the effort of more conventional combinations of letters. Even in cold type, for example, a name such as "Oxo" will stand out conspicuously, in small size, as opposed to "Broth" or "Brew," or any name wholly familiar to most people. The formation and juxtaposition of certain letters of the alphabet automatically make for trick display.

Hand-letter "Lux" as simply, as conventionally as you please, and it will still retain tremendous carrying power.

Thus the selection of a name often regulates the ability of the advertiser to make it ring the bell of focused attention. It is undeniably true that there is such a thing as "pictorial blends of letters."

PRINTERS' INK

The hand-drawn name-plate is almost invariably more impressive than type set-ups, because the artist is in a position to put individuality into his creation; he can often inject the spirit, the purpose, the matter of the product itself.

Script name-plates are stronger and more compelling because they are in contrast to the majority of more conventional forms.

Name-plates which are linked with and incorporate some pictorial or decorative embellishment, leave a more lasting impression on the mind as when the signature for "A. C." spark plugs carries an actual rendering of the product between the two initials, and the sparks or radiations from the product cut across the letters.

Name-plates which borrow structural ideas from their products have both carrying power and individuality. A granite enameled ware creates a name-plate, the letters of which have been worked out in faithful imitation of the enameled surface, and the pictorial name always suggests the product. The letters of a name-plate for a rope concern, woven of rope, is more interesting, more truly applicable than rigid lettered forms.

To secure attention, acrobatics in lettering serve a useful purpose, although frankly sensational. The moment words, letters, move from their accustomed and more conventional places and compositions, they catch the eye. But this does not mean that illegibility should be encouraged.

A very good example of acro-



BELOW is a new and truly delectable way of serving rice—a delicious dessert that you will surely want to add to your menu—



BUTTER SCOTCH RICE PUDDING

With 1 cup rice cook in double boiler over low heat until soft and 1 teaspoon salt, until tender. Meanwhile cook together 1/2 cup butter, 1/2 cup sugar, 1/2 cup flour, 1/2 cup milk, 1/2 cup dark brown sugar, 1/2 cup cream and the cream until thick. Add this to the rice and mix. Cook 1 envelope Knox Gelatine to 1/2 cup cold water, 1/2 cup cream, 1/2 cup milk, 1/2 cup sugar, 1/2 cup flour, 1/2 cup dark brown sugar, 1/2 cup cream and the cream until thick. Strain this into cooked rice mixture and turn out cold and set cold.



"Will it please the man of the house?" is always the question in a woman's mind when she sees a name-plate. All doubts are removed, however, when she makes *Knoblauch Sautéd* for the household. It is only one of many delicious recipes given in Mrs. Knoblauch's books. They are now for the asking.

FREE— 100 UNUSUAL RECIPES

There are 100 easy-to-make, unusual, new, and interesting recipes. Mrs. Knoblauch's "Dairy Delights" is also included. Send for them, enclosing 4c in postage and 10c for handling. Mrs. Knoblauch, Box 6, Vicksburg, Miss.

KNOX SPARKLING GELATINE
Knox Jellies, Inc., New York, N. Y.
Always the Highest Quality



THE NAME OF THE PRODUCT ADVERTISED CAN'T BE OVERLOOKED

name-plate for a rope concern, woven of rope, is more interesting, more truly applicable than rigid lettered forms.

To secure attention, acrobatics in lettering serve a useful purpose, although frankly sensational. The moment words, letters, move from their accustomed and more conventional places and compositions, they catch the eye. But this does not mean that illegibility should be encouraged.

A very good example of acro-

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AND in Amusements such as Theatrical and Moving Picture THE PRESS publishes far more advertising than either The News or Daily Plain Dealer. Just a leader in one more important classification that shows which way the wind blows in an advertising way in Cleveland.

Here are the figures for

the entire year of 1922:

THE PRESS . . .	442,026 Lines
Plain Dealer . . .	375,009 "
The News . . .	430,809 "

Year in and year out local merchants indicate their faith in THE PRESS by using more space in this great selling medium than in any other Cleveland daily newspaper—conclusive proof of the responsiveness of PRESS circulation.

ALLIED NEWSPAPERS, INC.

Publishers Direct Representatives

New York	Chicago	Cincinnati	San Francisco
St. Louis	Atlanta	Cleveland	

Member Audit Bureau of Circulations

The Scripps-Howard Newspapers
Including the Scripps-McRae League
CLEVELAND PRESS
DOMINATES GREATER CLEVELAND

Feb. 8, 1923

batic lettering is expressed in a Knox Gelatine half-page, magazine display. By weaving the four large letters in with the illustration, and running them down through the type, a compelling and inescapable composition is arrived at and the name can be seen at almost any reasonable distance.

This particular advertisement starts out with the determination

ful purpose, but, as has been intimated, there are other equally effective methods. We have seen a name in very small type or drawn lettering, so arranged in an advertisement, that the eye sought it at once. Such measures have to do with the artist's imaginative rules of composition.

There need be no controversy over the best position for the name display. Position is of less

consequence than composition. The formation of letters and their relation to distinctive embellishments, regulates their power to hold the eye. Top or bottom position are not the deciding factors. Rules are futile.

When wisely placed, in relation to other units, a name-plate will hold its own in any place or position.

It must be admitted, however, that the specialized headline argument for a product may be of vastly more advertising service, at the top of a display, than the name of the product itself. The name, in a liberal majority of cases, comes second to some good reason why the thing should be purchased, as differentiating it from similar and competitive products.

When reading a letter, your first desire is to know who

wrote it. You are thus prepared to react to the message. And in advertising, the name-plate paves the way for a complete acceptance of what is to be told. It has always seemed to be an error for an advertiser to conceal or at least minimize the importance of his own signature. Advertisements are, in a sense, "letters" to the prospect, and the consumer wants to know who has addressed him.

(Continued on page 64)

Buick shows the way for 1923

Buick leadership has come through Buick's unerring anticipation of the public's motoring requirements. The extent of Buick leadership is best evidenced by the frequency with which the Buick emblem is seen on every road.

BUICK MOTOR COMPANY, FLINT, MICH.
Divisions of General Motors Corporation

Pioneer Builders of Value
Automobiles Since 1903

Branches in All Principal Cities



When better automobiles are built, Buick will build them.

**THE NAME'S THE THING IN THIS ADVERTISEMENT, EVEN
THOUGH IT DOESN'T TAKE MUCH SPACE**

to exploit in a compelling manner the name of the product. The linking up of Knox with gelatine is a businesslike and commercially important procedure. In the Knox advertising this plan is not followed through an entire campaign. It is merely done as a periodical corrective, when it is thought that the consumer may be in need of a reminder.

In this composition, size and weight are made to serve a use-

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First!

THE WORLD closed 1922 with a gain of 2,723,496 lines, the largest increase among the fourteen morning, evening and Sunday newspapers of New York.

That this gain is cumulative in character and therefore of well-defined value to the advertiser is indicated by the fact that THE WORLD enters the new year far ahead of its field in gains, as the following table indicates.

January Advertising, Morning Papers

Paper	Columns		World's Advantage
	Gain	Loss	
The World	732.....		—
The Times	214.....		518
The American	207.....		525
The Herald	156.....		888
The Tribune	178.....		910
The News	228.....		504 (Tabloid Picture Paper)

With more than three times the gain of its nearest competitor, THE WORLD'S increase was 70% of the net gain of the entire Morning Newspaper Field.

The  **World**

MALLERS BUILDING FULITZER BUILDING FORD BUILDING
CHICAGO NEW YORK DETROIT



Stemming the hidden wastes that slow down big business

Big business is never "big" until it cuts away the thousand needless costs that run to tremendous figures; never "big" until production is developed to its highest possible efficiency.

Consider the element of shipping, alone—one of the departments of manufacturing concerns where thousands of dollars are needlessly wasted each year on inefficient equipment and methods.

Robert Gair Company has worked with manufacturers of virtually every line of products—has made surveys, experiments, scientific tests. In countless instances we have found the source of needless waste in packing and shipping and have offered solutions reducing costs to the minimum, at the same

time using the highest grade material.

Here, in brief, are a few of the advantages of Gair shipping cases—both Corrugated and Solid fibre construction:—

1. Gair cases save storage space—they are stored flat.
2. Set up in a moment they are packed and sealed quickly by hand or machinery. In either case great economy is effected in time and labor costs.
3. Since a Gair case weighs only a fraction as much as a wooden one of equal capacity, freight charges are reduced too.
4. Strength far above the railroad regulations insures their meeting every test of fast modern transportation. Loss and damage claims are minimized. Your products reach the dealer in as good condition as when you pack them.

Gair cases are designed specifically for the job they have to do, and are tested by methods which duplicate the roughest handling a shipment can receive.

At no cost to you, our experts will visit your plant and study your particular packing and shipping problems.

We make not only shipping cases, but *all* the elements necessary for a complete package merchandising service: Folding boxes, Labels, Lithography, Corrugated and Solid fibre shipping cases.

Send a postal today for your copy of the Gair Service Booklet. It will surely interest you.

ROBERT GAIR COMPANY

350 Madison Avenue, New York
CHICAGO • PHILADELPHIA • BOSTON • BUFFALO

Member of  Container Club

There should be continuity in name-plate signatures.

As the consumer sees a signature in advertising, so he should see and immediately recognize it on the package, on the poster, on the street-car card, on all advertising literature concerning this product. Finally, through constant and tireless repetition, it becomes a living and lasting mental impression, with tremendous power for good.

When properly used and advertised, as we all know, a name can be made to visualize the complete story of the product and its purpose. Therefore, it is vitally important to build a name carefully and to visualize it in terms of the pictorial.

When an advertising campaign sets out to feature the name, by all manner of tricks and composition innovations, it is a step forward in familiarizing the public with this signature. As one advertiser says: "Something more is needed in a great many instances than to merely sign a campaign or to name the product. I want such signatures, or names, in my own case, to impress themselves forcibly and to have accumulative value as the years roll by. This can be done only by paying extra, added attention to the formation, the physical expression of the name, and by also so placing it in the advertisement, in original ways, that it naturally seeks the eye."

Burroughs Publications Appoint E. M. Pittenger

E. M. Pittenger, formerly Kansas City, Mo., district advertising manager of the Burroughs Adding Machine Company and more recently in charge of direct-mail production at the Detroit general office, has been appointed Eastern representative of the Burroughs publications, *Business Magazine* and *Burroughs Clearing House*, with headquarters at New York. Mr. Pittenger succeeds A. H. Loucks, resigned.

Joins Frederick Haase Service

Lester Brozman, recently with the Chatham Advertising Agency, Inc., New York, has joined Frederick Haase, advertising agent of that city. Mr. Brozman was at one time with the E. W. Hellwig Company, and The George L. Dyer Company, both of New York.

Electric Railways to Spend \$240,000,000 in 1923

Definite figures on expenditures planned during 1923, supplied the *Electric Railway Journal*, New York, by forty-seven city and interurban electric railway companies, amounted to \$51,800,000, an increase of 66 per cent over an actual expenditure by these companies of \$31,200,000 in 1922. Many railways do not prepare budgets and were unable to answer queries. Based on the given figures, however, the probable expenditure in new plant and equipment for more than one hundred recognized companies was carefully calculated and this budget for the industry found to total \$240,000,000, or practically 60 per cent more than the 1922 expenditure of \$151,000,000. Expenditures for way and structures will amount to \$105,000,000 in 1923 as compared with \$85,000,000 in 1922, and is 16 per cent more than the estimated outlay for equipment of \$90,000,000. In 1922, \$38,000,000 was spent for equipment or less than half that spent for way and structures in the same year. The estimated disbursement compared with \$28,000,000 spent in 1922.

Contest for Slogan to Advertise Iowa

A slogan to advertise Iowa is wanted by the Des Moines *Register* and *Tribune*. One thousand dollars is being offered in an unusual contest open to Iowa residents, extending over a period of nearly six weeks. A prize of \$100 weekly is offered during the first five weeks for the best slogans submitted. At the close of the contest on March 1, a grand sweepstakes prize of \$500 will be awarded the winner.

J. P. Dewey Now with Dallas and Galveston Newspapers

J. P. Dewey has resigned as secretary and treasurer of the Mid-Continent Advertising Agency, Dallas, Tex., to become director of publicity and promotion for A. H. Belo & Co., publisher of the *Dallas* and *Galveston News*, *Dallas Evening Journal*, and the *Dallas and Galveston Semi-Weekly Farm News*.

Rowland Advertising Company Opens Paris Office

The Rowland Advertising Company, Inc., New York, has opened a branch office in Paris, France, under the management of George R. Hull, formerly with the New York office. Mr. Hull, in addition, will operate a printing and poster business.

Joins St. Joseph, Mo., Agency

Major G. H. Simpson, until recently connected with Critchfield & Co., Chicago advertising agency, has joined the Guenther-Glaze Advertising Agency, St. Joseph, Mo., as account executive. agencies.

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Solving the "St. Louis Problem" for Eastern Advertisers

His sound knowledge of advertising practice, and his study of the St. Louis market combine to make the counsel of

Mr. F. St. J. Richards
particularly valuable to those contemplating sales campaigns in this wealthy district.

Mr. Richards represents us in our Eastern Office, 410 Tribune Building, New York.

Enlist his aid.

Globe- Democrat

St. Louis' Largest Daily

Feb. 8, 1923

The Net Paid Sun
CHICAGO HERALD

Over a

THIS is the culmination of a record of growth unprecedented in the history of newspaper-dom. In five months the Sunday Herald and Examiner has gained more than 350,000 new subscribers.

This remarkable achievement was solely the result of a spontaneous response of the public to our effort to give it the best newspaper in America.

Only one other newspaper, the New York American, has ever attained the million circulation mark.

HERALD

PRICE 10 CENTS

EVERWHERE

Lowest Milline Advertising Rate

CHICAGO

Sunday Circulation of the HERALD AND EXAMINER

a Million

Here Is the Unique Record of the Herald and Examiner's Remarkable Growth Since the First Sunday in September.

Net Paid Circulation	Net Paid Circulation	Net Paid Circulation
Sept. 3 - 643,853	Oct. 29 - 733,138	Dec. 24 - 829,801
Sept. 10 - 715,050	Nov. 5 - 795,726	(Christmas)
Sept. 17 - 728,161	Nov. 12 - 801,891	Dec. 31 - 838,499
Sept. 24 - 729,247	Nov. 19 - 802,317	(New Year's)
Oct. 1 - 724,804	Nov. 26 - 806,065	1923
Oct. 8 - 731,724	Dec. 3 - 853,050	Jan. 7 - 878,041
Oct. 15 - 725,919	Dec. 10 - 846,365	Jan. 14 - 877,275
Oct. 22 - 727,553	Dec. 17 - 846,343	Jan. 21 - 894,583
February 4, 1923—Over a Million		

CHICAGO'S EXAMINER

HICAGO'S NEWSPAPER

ing Rate United States West of New York

CIRCULATION
OVER A MILLION

Feb. 8, 1923

*For an
entire line*



*Applying Modern
Methods to Selling
Several Products*

Not only a single product but an entire line can be sold in greater volume by better display.

The Package Confectionery Company of Boston is using Brooks Display Containers (Patented) for several of its distinctive products. Each container has individuality, but each harmonizes with the others.

Goodwill and much business spring from this group of silent salesmen.

Send us a sample of your product, and let us know the number of units to be packed in a container. Please specify any preference of design and colors, and state quantity of containers desired. We shall submit an attractive proposition.

BROOKS BANK NOTE CO.

Springfield, Mass.

New York

Philadelphia

Boston

BROOKS DISPLAY CONTAINER

Lithographed Folding Boxes—Labels—Window Display Advertising

Orders by Wire

Some Examples of the Use of Telegraph and Telephone in Sales and Advertising

By Roy Dickinson

M. COUÉ, erstwhile druggist of Nancy, says that American business men have long used his principles in selling. That imagination is stronger than the will, he asserts, has been proved year after year in the numberless cases of manufacturers who have appealed successfully to the imagination of the public.

The business men of our country have long prided themselves on speed. Having been able to accomplish things quicker each day in every way, it has been brought about that courses of action once looked upon as most unusual have become almost commonplace and matter of course. To a business man of a half century ago the whirling speed at which business is conducted today would be as marvelous and mysterious as the wonder miracles of the Arabian Nights are to the little tot who glories in the romance of strange acts, mysteriously performed.

Today, for example, orders by telegraph or telephone are a part of the routine business of an advertising agency, when a client has a quick price cut to meet or a news advertisement to issue. But there was a time when the practice was new and strange and mysterious.

I have been trying to discover the first time the idea of orders by wire was used. It is always dangerous to set up a "first" time because there are always those who rise up to cite previous incidents: witness the "Say It with Flowers" controversy. But I have put down the first incident I have been able to find after some investigation. About thirty-one years ago, the story goes, all the surface lines of Brooklyn were tied up by a bitter strike. In addition to being a great source of inconvenience to the citizens, the

strike was of considerable worry to a certain young New York agent. His most important clients were two Brooklyn department stores. The most inspiring copy he could write, the manager of one of these stores pointed out, wouldn't be of even the slightest value to the store if people couldn't get to it. So he cancelled all his advertising pending the end of the strike. "I'd be glad to go ahead with the advertising if the strike were over," he told the agent, "and if you can finish the strike, I'll resume in full space."

THE AGENT STATES HIS CASE

It sounded like a nice, gentle way of breaking bad news, but as the young agent went home that night he started to think the matter over, and determined to have a try at the seemingly impossible. The following morning bright and early he appeared at the office of the president of the Brooklyn Heights Railway Company, a holding company for the two operating systems. At first the president was somewhat amused at the agent's proposition. He pointed out in answer to the latter's suggestion to advertise for men at once, that it was easy for the strikers' committee to meet train or boat bringing in a group of new men, and to "dissuade" them from working by various methods. "But," said the agent, "we've got to stop this strike—why couldn't we advertise in every nearby city where there are electric railway systems and have the men come in individually to report for work at the various employment offices of your company?"

He finally managed to interest the president sufficiently to have him look over with him a copy of the American Newspaper Directory. Together they started to

check towns and the president said, "Let's go all the way—we'll advertise in every city as far west as Minneapolis and as far south as Jacksonville. That is, we will on one condition, if you can have the advertisement in every one of the papers in this list of cities tomorrow morning."

This was a hard one to meet, thirty-one years back, but the agent said, "I'll do it, if you'll foot the bills and the tolls." He didn't know the exact rates in each case, so it was arranged he was to produce the bills for the president's auditor, together with copies of the paper. He would take 15 per cent for his work. The agent then left to get the copy into a score of papers "as far west as Minneapolis and as far south as Jacksonville." He had only local credit and couldn't ask cash in advance from the company.

In this predicament the Brooklyn *Daily Eagle* offered to vouch for him. This fact was incorporated in the wire which was sent out, and the next day the copy appeared in every paper on the list except one conservative paper in Boston which cautiously wired back asking for cash with order. The results of this early advertisement sent by wire were excellent. It was unusual for a company to advertise simultaneously for men at big wages in so many cities, and enough men asked for work to break the strike, allow people once more to respond to department store advertising, and the hustling agent's two inactive accounts started again on full schedule. While this may not have been the first time, it is surely one of the first times orders by wire were used in advertising, and the agent says that the action was one of the turning points of his career. The contacts he made by the quick action helped him succeed from that time on.

In the years following this incident the wires were used often, both for advertising and for selling. The buyers of merchandise for department stores wired home from New York what they had purchased, urging their advertis-

ing managers to make a sales feature of the merchandise on a certain day. The wires were used more and more to get quick action on copy to make advertising tie up more closely with a local sales situation. Here is one incident which shows the development. It happened about twenty years ago.

The vice-president of a well-known food products concern was out on the road trying to introduce an addition to the company's line. He was in South Dakota urging grocers to stock the new item on the strength of the brand. But the grocers countered with the objection that while the brand name was well known, there was no demand whatever for the new product and they wouldn't stock it. The vice-president wired to the advertising manager at the home office telling the facts briefly, pointing out that he would be in the State only ten days more, and urging advertising as soon as possible to back up his efforts and do part of the introductory work. The advertising department went to work quickly on receipt of the telegram. The copy was written for triple-column newspaper space, and the very next afternoon advertising started in every town on the vice-president's route.

THE WAY IS PREPARED

The story is, that on a call he made at six o'clock the following evening a retailer said, "Sure, show me your samples. I've just been reading the advertising." The paper shown by this retailer was the first indication the vice-president had that his suggestion had been acted on. The new product received its introduction then and there, and instead of leaving the State beaten, the official signed up a number of dealers who had been won over by the timely advertising.

During the next few years long distance "ginger talks" by telephone received their first trials, and bond houses started using the wires extensively to announce a new issue in a list of cities on the same day. But the next incident in the use of orders by wire which

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THE CHRISTIAN SCIENCE MONITOR
has Branch Advertising Offices in New York, London,
Chicago, Cleveland, Kansas City, San Francisco, Los
Angeles, Seattle. Local Advertising Representatives in
240 Cities of the United States and Canada.

Clean News Clean Advertising Effective Circulation

These three factors explain why Monitor advertisers have received results far exceeding their expectations. We will be pleased to send you convincing proof of the Monitor's value as a national advertising medium.

The Christian Science Monitor

AN INTERNATIONAL DAILY NEWSPAPER

Member A. B. C. Member Associated Press

Published in Boston and Read Throughout the World

shows their power in business strategy, took place thirteen years ago, in 1910.

W. E. Flanders, of the E. M. F. Automobile Company, was the prime mover in this quick-moving drama in which a sales organization was built overnight by means of telegraphed advertising. The E. M. F. company had contracted to sell its entire output through the Studebaker Company. In December, through a disagreement, the Studebaker company refused to take the cars, and Mr. Flanders found himself with a million dollars' worth of automobiles on hand, another million dollars' worth of parts in process of manufacture, obligations of nearly a million a month which could not be stopped, and no sales organization to take care of the output. A legal fight was in prospect and when the contract was cancelled by Mr. Flanders, minority stockholders in his company applied for an injunction on the ground that their interests were jeopardized because the E. M. F. company could not market its product except through Studebaker. Mr. Flanders knew the court might grant such an injunction the next morning at nine o'clock. It was necessary to sell the product before that time and the big market at that time of the year was on the Pacific Coast—four days away. Copy was written telling that the company would sell the dealers direct and it was wired to a large list of newspapers in big space. The telegraph tolls on that one piece of copy were \$3,600, but the next morning every dealer from Los Angeles to Boston knew he could buy the cars direct.

The copy was wired between eight and eleven in the evening by three operators. The telegram said at the top, "Run the following ad 200 lines across five columns in your issue Dec. 29th and charge." Then the offer to dealers followed. At the bottom of the telegram were these "instructions to compositor." They said, "Set head 38 point extended Bold Cheltenham. Body of ad consisting of nine paragraphs 18

point Caslon bold. Signature 24 point Cheltenham bold. Last paragraph in 12 point italics." The copy was wired to the principal newspapers in thirty-five cities, and brought quick results. Six dealers from San Francisco took the same train for the factory. Fifty others wrote or wired for the agency. A sales organization had been built overnight.

And when within ten days the suit came up in court, Mr. Flanders was able to place in the judge's hands orders totaling over nineteen million dollars, which had resulted from \$19,000 worth of advertising ordered by wire. This is probably one of the most famous uses of the wire for purposes of business strategy. It made a big difference in the price of E. M. F. stock when the allied Studebaker and Morgan interests obtained control of the Everett-Metzger - Flanders Automobile Company of Detroit, which was the full name of the company whose initials were so well known fifteen years ago.

THE TELEPHONE PROVES ITS WORTH

In 1916 an advertising incident took place in which the telephone instead of the telegraph acted as the wire to carry an order. Its use records an event. The transcontinental phone call was new in 1916. On April 26 of that year a group of New York agents met at the advertising club to listen in on a transcontinental conversation by wire. T. W. Harris, then president of the Tobacco Company of California was in San Francisco. Geo. W. Hill, vice-president of the American Tobacco Company, was in New York at the meeting, and Mr. Harris reported to him over the wire on the success of the Le Marquise brand of cigarettes on the Coast. He attributed much of this success to advertising. Mr. Hill suggested the possibility of an advertisement acknowledging the patronage of the public with thanks and telling the story of the transcontinental phone conversation. When the man on the spot agreed that the idea was good, Mr.

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St. Louis housewives are advised to "Never say 'Dye', say Rit" through the two principal evening newspapers exclusively

One of them, necessarily.

THE ST. LOUIS STAR

National Advertising Representatives

STORY, BROOKS & FINLEY

New York	Chicago	Philadelphia	St. Louis
Los Angeles		San Francisco	



Three Thousand Dollars for a Farm Child

It costs about \$3,000 to raise the average farm boy or girl from birth to the age of 18.

The average farm family has four children. This means nearly \$700 a year, just for necessities for the children.

It means millions of dollars for manufacturers of clothing, hats, shoes, shirts, gloves, stockings.

Besides this, farm children use their full quota of chewing gum, candy, skates, sleds, toys, watches, etc. They read books and magazines. They go to picture shows.

Farm families are larger than city families.

More children for you to sell to. If you have a product for juveniles, the farm paper is the place to advertise it.

Merchants in fifteen thousand villages and small towns are ready and willing to stock any product if it has a farm demand.

Farm papers reach an exclusively farm circulation at the lowest rate per milline. They carry your message in the medium that the farm family knows and trusts.

The rural market is the dependable market, and every manufacturer, large or small, should constantly keep this in mind when considering his sales and advertising plans.

**Agricultural Publicity Committee
76 West Monroe St., Chicago**

This committee was appointed by and is under the direction of the Agricultural Publishers Association. It employs no solicitors and represents no specific publication. All statements made over its signature are absolutely impartial.



These pictures are actual photographs of farm children.



Quality a Comparative Term

Quality of a product means nothing unless compared with a like thing. The product of one artisan may be better than that of another, and yet each may have quality of a certain standard.

The intense competition for attention that every piece of printed advertising and every magazine enters as soon as published, precludes the use of any but the highest standard if the largest possible number of readers be secured.

We seek further enlargement of our clientele purely by reason of our own standard of quality—our large output reduces cost.

*Ask for a representative;
no obligation on your part*

NATIONAL CAPITAL PRESS
1210-1212 D Street N.W., Washington, D.C.

Hill from New York phoned the Coast papers an advertising order, and the newspaper advertisements appeared the next morning.

The recent shopmen's strike on the railroads caused some orders by wire, just as a strike inspired the first example cited. Vice-president Henry W. Miller of the Southern Railway was on tour in his private car when he received word from President Harrison that the strikers' places would be filled immediately. Mr. Miller summoned the railroad's advertising manager and its advertising agent to meet him at Knoxville. Following the plan of thirty years ago they selected a list of papers covering the entire eastern half of the United States, south to New Orleans. A 500-word telegram, giving accurate description as to layout, size of type and copy was sent one afternoon to a list of 100 papers for use in the display columns, and appeared the following morning, within twelve hours of the time the copy was approved and the list selected. A satisfactory response was received from this advertising, and on the day the copy appeared, the shops began to fill up with those who sought employment.

A news event which has an influence on the copy, and quick, secret price changes have inspired many orders by wire. The annual Memorial Day automobile race at Indianapolis may be taken as an example. Many types of cars, accessories, parts and equipments receive a gruelling test there, and wires for insertion of the fact that the winner's car was equipped with a certain kind of tires, brake lining, ignition system and the like, follow, so that the copy can run the next day. Delco ignition systems have often been part of the equipment of the winning car. The following day a list of papers in seventy-five or more principal cities is used by this advertiser to proclaim the good news. Everything possible is prepared beforehand. Mats and proofs of the advertisement without copy are sent to all newspapers on the list in advance. Notice is printed on the

proof of this advertisement, giving complete instructions about the kind and size of type to be used in the caption and body, and whether it is to be set single or double column. Then two separate pieces of copy are prepared in advance. One, in case Delco equipment is on the first ten cars to cross the finish line, and another for use in case Delco is on the winning car and the majority but not on all of the first ten. After the race a word or two is placed in the appropriate place left blank for the purpose, and the final copy is then wired to all the newspapers. It appears the next day in complete and finished form.

A recent example of a secret price to be released on a certain day was the reduction on Cadillac which ran on Christmas Day a year ago. It was desired that the utmost secrecy surround the announcement until it had been released to the public. The country was divided into zones according to the distance from Detroit, and mats were sent out of the complete advertisement with the space for price left blank. The day before the copy appeared prices were telegraphed for insertion in the advertisement.

WHEN PRICE CHANGE NEWS HAD TO BE BROADCASTED

A great rubber company with a quick price change to announce, wired both direct to dealers and to the newspapers ordering advertising. Almost \$4,000 were spent in tolls to get over this quick price change. The telegrams to newspapers indicated complete details of copy and layout, directing the compositor at just which word to end each line of type.

In another case the copy of a tire company was ordered by telegraph in a thousand newspapers. The wire sent with complete instructions was a long one, with details about almost every line of copy, in order to obtain proper display and put the emphasis where it belonged. It speaks well for the accuracy of composing rooms to learn that very few out of the thousand papers failed to

follow instructions to the letter. Notwithstanding the fact that copy went to every State in the Union, and the actual transmission did not start over the wires until six in the evening, less than ten insertions were missed the next day. In all cases of these quick price changes, the different papers are classified by geographical zones in advance. For an Eastern manufacturer, for example, zone one includes papers on the Pacific Coast and the wires are sent to them first, zone two includes papers in the Rocky Mountains section and so on, with telegrams to papers within a 200-mile radius being sent out last of all.

When long telegrams are sent to more than a thousand papers the process is expensive, and only a real emergency justifies such wholesale use of wires. As a man of long experience in merchandising says, "Orders by wire is an expensive, lightning-fast method of broadcasting copy, but there are times when all the expense and high-powered effort are both necessary and justified by the exigencies of the moment."

Such an exigency surely existed in the situation faced by the Cleveland Tractor Company when it decided to make a drastic cut of \$200 in the price of its model "F" tractor. It was the second cut in eight months and complete plates had been released to a long list of publications in the tractor and automotive field for April advertising. These plates contained a prominent display of the higher price. It seemed as if the plates were useless and that the trouble and expense of having a complete new set made was necessary. A careful examination of the advertisement, however, suggested that the plates could be corrected by wire at little cost, and that the result would be a strong and striking visualization of the big cut in price. Wires containing instructions were sent to publishers. In each case a white cross was ordered to be routed through the old price of \$795 and the new price of \$595 to conform to the hand lettering of the old price

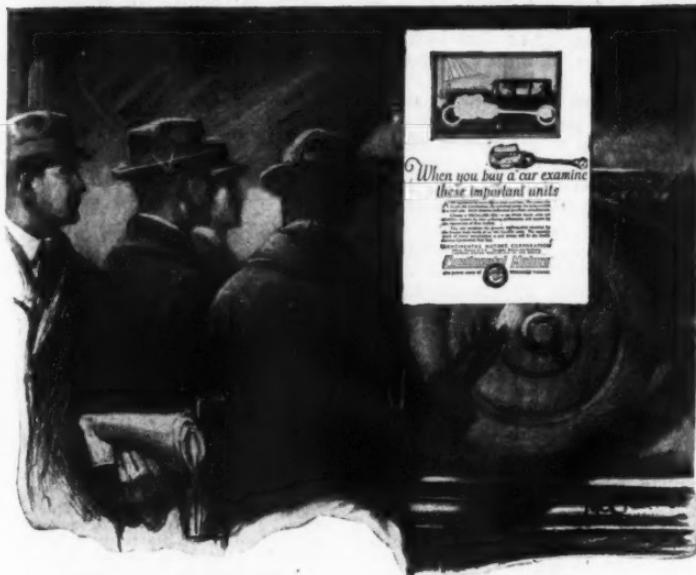
was ordered inserted on the plate. The result was a striking presentation of the cut, and proved a most effective attention-getter.

Today, of course, the telegram is being used in a variety of other ways in selling. Ever since it was advertised that money could be sent by wire, and the florists made "flowers by wire—anywhere" a sales-building idea, wideawake manufacturers have used the plan for many sales ideas. The recent action of the Gotham Silk Hosiery Co. is an example of this type of use.

TELEGRAPHS CHRISTMAS ORDERS

With thousands of visitors in New York at the holiday season, all rushed for time, and with their friends at a distance, the signs put up by this manufacturer in his laboratory stores made a quick appeal. They read "Gotham Silk Stockings delivered by wire anywhere in the United States." A special wire was worked out and when the visitor paid for the hosiery, the telegram was sent to the nearest local distributor, advising him that one of the New York stores had sold a pair of hose of a certain style, size and color destined for Mrs. Main Street of Pine Meadow. The dealer was asked to make delivery and authorized to charge back the full retail price to the manufacturer. The stunt caused favorable comment from both consumers and retailers and greatly stimulated sales.

And then just last week a man in a Mid-West city used the wires in an ingenious way which deserves notice. He wanted a job with a New York agency. He had a quarter-page advertisement about himself in PRINTERS' INK which he wanted a certain man to be sure and read. So he sent a wire to him starting as follows, "Personal, Western Union purchase January twenty-fifth issue PRINTERS' INK, deliver with this nightletter, turn to page one hundred eighty-six," and then followed some selling talk about himself to prove that now was the time to hire him. The copy of PRINTERS' INK, the



Giant Ads build prestige

THE use of Giant Ads is not limited to products sold over the counter. They have a broader application, for advertisers using an institutional appeal have discovered that the Giant Ad's reiteration of their message is a valuable step in building prestige.

For instance, it is obvious that a man's mind is in the most receptive mood for the "Red Seal" Continental Motor story when he is in a garage, or looking at an agent's display. It is at such a point of natural interest that the Giant Ad is effective.

The exact similarity of the Giant Ad to the advertisement in the magazine which originally aroused the prospect's interest forcefully reminds him of this advertisement—and the thought which was expressed.

Whether your advertising is designed to create respect for an organization or an idea or to consummate immediate sales, you will find Giant Ads a valuable factor in doing the job.

Giant Ads can be made in any size up to 38 in. x 50 in., and in any number of colors. Write or phone for rate card, descriptive booklet and samples.

NATIONAL PROCESS COMPANY, Inc.

117-119 East 24th Street, New York

PHONES: Madison Square 3680—3681—3682—3683—3684—3685

PITTSBURGH OFFICE: CENTURY BUILDING PHONE: SMITHFIELD 1162

GIANT ADS

Feb. 8, 1923

agent tells us, was delivered by the messenger boy along with the telegram. The agent did not state whether the applicant landed the job.

A modern invention which has made it possible to telegraph photographs to great distances has developed a new use of the wires. A short time ago an Eastern manufacturer wanted to get a poster on the boards on the Pacific Coast immediately. By the numeral system the poster was wired to the Western office and made its appearance on the coast in full colors, following merely the cabalistic series of numbers in the telegram.

These incidents together with a host of other modern examples indicates that the idea, started, as far as I can discover by the young agent of thirty-one years ago, is now common practice, and a thing once new and startling is today a matter of routine. Imagination toys with the idea of what may be routine thirty years hence. The radio has its three million listeners today, and last week the wireless telephone carried a man's voice from an office in New York to an office in London. No one has yet phoned a page of copy to appear in tomorrow morning's London papers. But the possibilities for all sorts of new developments to meet emergencies are present, and the force of advertising tied up with the modern wonders of communication, is big enough to overcome almost any business problem which must be solved quickly.

Lane Manufacturing Account for Walter B. Snow Agency

The Lane Manufacturing Company, Montpelier, Vt., makers of sawmills, wood and stone working machinery, etc., have placed their account with Walter B. Snow and Staff, Boston advertising agency. Advertising will feature the new Lane Portable Sawmills.

Outdoor Advertising Association Appointment

Frederick F. Buttner has been appointed executive secretary of the Outdoor Advertising Association, Detroit, Mich.

New Accounts for Guenther-Glaze Advertising Agency

The Guenther-Glaze Advertising Agency, St. Joseph, Mo., has recently secured the account of the Magic Clay Co. of that city, maker of cosmetics and other beauty specialties. Mail-order magazine are being used. This agency is also placing orders with farm papers for the Toland Poultry Farms, diagonal, Ia., advertising baby chicks by mail.

Medical Journals to Combine

Beginning with April, the *Pennsylvania Medical Journal*, the official organ of the Pennsylvania State Medical Society, will change its name to the *Atlantic Medical Monthly*, and become as well the official organ of the Delaware State Medical Society, absorbing the present organ of that body. The publication office will continue at Harrisburg, Pa.

Alfred New Directs Hannahsons' Shoe Advertising

Alfred New, sales manager of the Hannahsons Shoe Company, Haverhill, Mass., is now directing the advertising of that company, succeeding Raymond T. Mills. Mr. Mills recently resigned to join the Lunn & Sweet Shoe Company, Auburn, Me., as advertising manager.

Sauer Kraut Advertising to Continue

At the convention of the Canners' Association at Atlantic City it was reported that the National Kraut Packers Association would continue their newspaper advertising for eighteen months, for which \$25,000 has already been raised.

Profits of Alfred Decker & Cohn, Inc.

Alfred Decker & Cohn, Inc., makers of "Society Brand" clothes, Chicago, for the fiscal year ended October 31, 1922, reported profits of \$105,126 after deduction of expenses and depreciation, as compared with \$103,589 in 1921.

L. G. Bossert Joins Lovekin Water Heater Co.

L. G. Bossert has joined the Lovekin Water Heater Company, New York, where he is in charge of advertising and sales promotion. A "Heat Water with Gas" campaign is planned for 1923.

Wahl Company Appointment

W. C. Hayes has been appointed assistant Eastern sales manager of the Wahl Company, Chicago, manufacturer of Eversharp pencils and Wahl pens.

Feb. 8, 1923

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Feb. 8, 1923

PRINTERS' INK

81

from seventh to third in one year

Jan. 22, 1923

PRINTERS' INK

JANUARY MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES
(Exclusive of publishers' own
advertising)

Flat Size

	Columns	Lines
Physical Culture	213	30,532
American	169	24,243
True Story	154	22,100
Red Book	122	17,539
Cosmopolitan	111	15,975
Photoplay	102	14,675
Metropolitan	84	12,089
	82	11,797

Jan. 12, 1922

PRINTERS' INK

JANUARY MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES
(Exclusive of publishers' own
advertising)

Flat Size

	Columns	Lines
Physical Culture	184	26,355
Red Book	130	18,673
American	128	18,304
Photoplay	112	16,078
Cosmopolitan	93	13,352
Motion Picture Magazine	88	12,718
True Story	87	12,500
Success	77	11,031
Metropolitan	60	10,347
Sunset	68	9,813
American Boy	39	7,895

APRIL DISTRIBUTION 660,000 COPIES

True Story

MAGAZINE

"AMERICA'S FASTEST GROWING MAGAZINE"

MACFADDEN BUILDING
1926 BROADWAY, NEW YORK CITY
H. A. WISE, ADV. MGR.

CHICAGO
168 N. MICHIGAN AVE.
CHAS. H. SHATTUCK, MGR.

BOSTON
LITTLE BUILDING
METZ B. HAYES, MGR.



Is this a buying and selling record?



During the twelve months ending November, 1922, Canada (population estimated 9,000,000) did external trade of \$1,615,300,839.

(One billion, six hundred and fifteen million, three hundred thousand, eight hundred and thirty-nine dollars).

THE DAILY NEWSPAPERS

If you want to sell Canadians anything — If you want to buy anything from them—**advertise your "proposition" in their Daily Newspapers—**

If you have a "certain distribution" in Canada for your goods—why not start this spring and advertise in Canada? The Canadian market can never be cultivated so economically as it can TO-DAY.

Canadian Daily Newspapers have complete National Circulation, cover the country from Coast to Coast—reader interest by all classes and creeds.

Write these papers—or ask your Agency for rates and data.

The Maritime Market

Population	Newspaper
St. John, N. B.	55,000 Telegraph & Times
St. John, N. B.	55,000 Journal
Halifax, N. S.	75,000 Chronicle & Echo

The Quebec Market

Population	Newspaper
Quebec, Que.	111,500 Le Soleil (French)
Quebec, Que.	111,500 Telegraph
Montreal.	839,000 Gazette
Montreal.	839,000 La Presse (French)
Montreal.	839,000 La Patrie (French)

The Pacific Market

Population	Newspaper
Vancouver	165,000 World
Victoria.	60,000 Times
Victoria.	60,000 Colonist

The Ontario Market

Population	Newspaper
Kingston	25,000 Whig
London.	70,000 Advertiser
London.	70,000 Free Press
St. Catharines.	21,000 Standard
Brantford.	35,000 Expositor
Toronto.	822,320 Globe

The Prairie Market

Population	Newspaper
Winnipeg, Man. 280,000	Free Press
Winnipeg, Man. 280,000	Tribune
Regina, Sask.	35,000 Leader & Post
Saskatoon, Sask.	31,364 Phoenix & Star
Calgary, Alta.	75,000 Herald
Edmonton, Alta.	70,000 Journal

OF CANADA

General Advertising Agency, Toronto and Montreal

Feb. 8, 1923

Summer Globetrotters

WHEN the public schools are closed for the summer vacation period large numbers of School Teachers pack up for several weeks of Travel. June, July and August, school vacation months, find them going via rail and water to every corner of the world.

And travel is considered a necessary part of every School Teacher's training. Editorially, Normal Instructor encourages this desire to travel by the publication of such articles as:

- "The Broadening Influences of Travel"
- "The Islands of the Pacific"
- "Bermuda as Seen by a School Teacher"
- "Yosemite the Wonderful!"

Teachers look forward to their summer trips throughout the school year. Right now they are planning their tours for this coming summer. Since 1914 their salaries have increased 61% and the increased earnings are evidenced by the ever increasing number of teachers who are gratifying their desire to travel.

The Convention of the National Education Association in Oakland, California, July 1st to 7th, is expected to draw thousands of teachers from all over the country.

Although our present rates of \$500 per page and 80 cents per line are based on 150,000 guaranteed circulation, actual subscription requirements for recent issues have approximated 160,000 copies. Isn't this the time to increase your space and get your share of this sure-fire School Teacher business?

Vacation trips are planned well in advance. Tell them about your travel service now. It is not too early.

Let us tell you of the experience of railroad, steamboat, tourist agency and summer hotel advertisers in the use of Normal Instructor during previous years.

**The April Issue of Normal Instructor
closes February 25th**

**F. A. OWEN PUBLISHING CO.
DANSVILLE, N. Y.**

CHICAGO OFFICE
910 South Michigan Avenue
C. E. Gardner
Advertising Manager

NEW YORK OFFICE
110 West 34th Street
George V. Rumble
Eastern Representative



NORMAL INSTRUCTOR and PRIMARY PLANS

For Teachers of All the Grades and Rural Schools

Marking U. S. Merchandise for Foreign Shipment

Regulations of Other Countries

WHAT laws and regulations are in effect in foreign countries with respect to certificates of origin to be filed with goods imported from the United States? What special markings must be placed upon such foreign merchandise? These are questions that are of direct interest to all shippers of merchandise to foreign lands.

There was much agitation during the war that American made goods be labeled "Made in the U. S. A." to inform the American public and to establish American goods in foreign markets. Various bills were introduced in Congress but no legislation was enacted. Similar agitation was on in other countries and "nationalistic" trading became something of a patriotic nature. The Englishman, the Canadian, the Frenchman bought goods made in his country. The "Made in Germany" label became a handicap. The exporter found that sometimes the "shoe was on the wrong foot" when his merchandise was labeled with the country of origin.

Now there remain regulations and laws that must be observed when goods are shipped abroad. Canada, for example, has regulations that have been in effect since December 31, 1921, requiring that all goods imported into the country which are capable of being marked or stamped shall be marked or stamped with the name of the country of origin. Otherwise the wrapper or container shall be so marked. Exceptions include metallic goods which are merely raw material for use in manufacture of articles in Canada, partly manufactured goods to be further manufactured or finished, completely manufactured parts for incorporation into articles of Canadian manufacture or partly or completely manufactured parts for use as repairs to articles made

Governing Certificates of Origin

in Canada or imported and already indelibly marked with other country of origin.

Statements are required on every entry at Customs certifying to facts sufficient to classify the importations within the excepted classes. Certificates of origin are also required for articles, the produce or manufacture of any country that are entered under treaty or convention. Certificates of origin are not required when the goods are for entry under the general tariff.

Argentina requires bills of lading in triplicate, accompanied by a certificate of origin in triplicate, in which are specified the marks and numbers of the package, the kind of package, class of merchandise, weight, either gross or net, and country of origin of the merchandise.

BRAZIL'S REQUIREMENTS

Brazil requires consular invoices in quadruplicate for all articles with certain minor exceptions, and containing a statement of origin. For raw materials the country of production is regarded as that of origin and for finished products the country in which the constituent raw materials underwent manufacture must be shown. There are marking regulations regarding the use of labels in the Portuguese language, and if the language is used the labels should contain a statement of the country of origin. Otherwise, it is regarded as an "unfair practice" of implying Brazilian manufacture.

Bolivia, Colombia, Ecuador, Venezuela, Peru, Chile, and the Dominican Republic do not require certificates of origin. Costa Rica requires only a statement of the country of origin in consular invoices. Cuba requires statements in Spanish with the consular invoices if the United States is the country of origin and if the mer-

chandise is a product of the soil or industry of this country. Guatemala asks for a statement of the country of origin with the consular invoices, as does Honduras, Mexico, Nicaragua, Paraguay, Salvador, Uruguay and the Philippines.

Haiti calls for a certificate of origin with shipments of cordage and beer, to be supplied by the manufacturer, stating that the goods in question are of their manufacture and specifying the steamer and the marks and numbers of the packages. No special form is provided for such certificates, which must be sworn to before a notary public and certified by the Consul together with the invoice. Panama requires the mark, origin and kind of liquors to be indicated on the invoices, and in the case of certain articles, such as automobiles, typewriters, adding machines, cameras, etc., the name of the make must be indicated, as well as the catalogue number, to assist the consular officer in determining the origin of the goods.

Australian regulations provide that all descriptions attached to imported articles be accompanied by the name of the country of origin. Certificates of origin are required for goods entered under preferential tariff.

No certificate of origin is required in British India but there are marking regulations to be observed. The use of English words on goods not of English manufacture is held in itself to constitute an indication of British origin and must be qualified with a definite statement as to true country of origin. Words such as "Phoenix," etc., which are common to other languages, must also be accompanied by counter indications. The use of a name of a city in the United States as a counter indication of origin has in many cases been held to be insufficient, as it might be confused with the name of a British town.

The marking regulations in Ceylon are the same as in British India, and similarly no certificates of origin are required. The importation or sale of goods bearing

false indications of origin is prohibited in South Africa. Certificates of origin are required for goods entering under preferential tariff.

Japan requires certificates of origin for certain goods entitled to conventional rates of duty, but the number of such articles is limited. The Japanese consuls can in each case give information as to requirements. There is no information on file in the Bureau of Foreign and Domestic Commerce to show that there are any requirements at present in regard to certificates of origin or the marking of merchandise in China or the Dutch East Indies. New Zealand calls for certificates for goods entering under the preferential tariff only.

H-O Cereal Company's 1923 Advertising Plans

New portfolios are being distributed among the jobbing trade by the H-O Cereal Company, Inc., of Buffalo, showing the spring and summer campaign on H-O Oats.

The 1923 campaign follows the general lines of the magazine campaign for 1922, continuity being given by the use of children in all illustrations, and a standardized slug at the bottom of each advertisement showing the name and the H-O package, together with the slogan, "H-O Oats—Steam-Cooked for Health—Pan-Toasted for Flavor."

The list of magazines used will not differ materially from the 1922 list. The fact that space is being used in June, July and August is somewhat of an innovation in advertising rolled oats as most cooked cereals are generally considered to be a seasonable product.

Golf Course Account for Florida Agency

The West Orange Country Club, St. Petersburg, Fla., has placed its account with the Thomas Advertising Service, Jacksonville and Tampa. Florida newspapers are being used to advertise the golf course, under the direction of A. L. Erickson, publicity director of the Gandy Bridge Company, St. Petersburg, Fla.

New England Newspaper Campaign Planned

The E. L. Patch Company, Boston, Mass., will soon start an advertising campaign on Nepto Lotion in New England newspapers. This preparation formerly had the name of "Sea-Mo."

The advertising of Nepto Lotion will be directed by Hoyt's Service, Inc., advertising agency, New York.

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LIFE

THE MASS OF CLASS MEDIUM

Gee. Bus. Ass., Life's Adv. Mgr., N.Y.

B. F. Provandie, Western Mgr.
1537 Marquette Bldg., Chicago

Advertises a City to Its Fellow Citizens

ON the first Sunday of the new year Seattle was greeted by a powerful newspaper advertisement, a full page in size, picturing Seattle as a rising giant among cities, striding forward in "Seven League Boots." Throbbing with enthusiasm and bristling with figures showing a remarkable growth in many branches of Seattle's commerce and industry, the copy appealed for "Faith, Loyalty and Action."

An inconspicuous paragraph at the bottom of the page explained that this advertisement was "the first of a series—setting forth specific reasons why every citizen of Seattle should co-operate . . . to advance Seattle on its forward march to further prosperity and to greater achievements. . . . These articles are not advertisements in the sense of selling land or promoting private interests. The space is paid for by the Puget Mill Company for the sole purpose of arousing Seattle to a unity of purpose and to a full realization of its present and potential greatness. . . . Let us make 1923 a record year!"

In succeeding pieces of copy similar ideas are presented in the same forceful manner. "Seattle is the largest city of its age in the world," says the second advertisement. Strongly featured are the new \$3,500,000 community hotel project, a \$2,500,000 office building under construction, a new \$1,000,000 steel plant. "\$125,000,000 worth of lumber was cut in Western Washington last year . . . \$12,000,000 worth of poultry products were sold . . . shipping, manufacturing, retail buying, all the factors that indicate prosperity are active," says the copy. As a result of the advertising, "Seattle in Seven League Boots" is the text of press and pulpit and the popular topic of conversation.

In answer to persistent questioning regarding his ulterior motive, W. A. Irwin, vice-president of the realty and lumbering cor-

poration and author of the advertisements, would reply that the series was exactly what it is purported to be. "We do not intend nor expect to get one bit more out of this campaign than any other citizen," said Mr. Irwin. "Of course, our property holdings are large—we pay more than \$3,000 a day in taxes—and we will be materially helped by anything that helps the city. From a business standpoint, we believe a step like this—that will benefit the community of which our holdings are an integral part—will benefit us and we intend to see it through."

Chicago Outdoor Campaign for Ide Collars

George P. Ide & Company, Inc., Troy, N. Y., "Ide" collars and shirts, will start an outdoor advertising campaign in Chicago on March 1. Twenty-four sheet posters are to be used on 140 displays located in Chicago and its suburbs. Forty of these displays will be illuminated at night.

The first poster will advertise the "Ideflex" semi-soft collars. These posters will be lithographed in nine colors.

A. G. Gilman Heads Allied Paper Mills

A. G. Gilman, formerly vice-president and general manager, has been elected president of the Allied Paper Mills, Kalamazoo, Mich., succeeding Arthur L. Pratt who has been made chairman of the board of directors. Other officers are G. H. Gerphide, vice-president; John A. Pyl, vice-president; George S. Davis, secretary, and S. B. Monroe, treasurer.

A. L. Feick Joins Cleveland Direct-Mail Service

A. L. Feick, recently advertising and sales promotion manager of the Victor Rubber Company, Springfield, O., "Victor" tires and tubes, has joined the Corday & Gross Company, Cleveland direct-mail service. Mr. Feick was at one time assistant advertising manager of the Oldfield Tire & Rubber Company, Cleveland.

Georgia E. La Follette with "American Weekly"

Georgia E. La Follette has joined the staff of the *American Weekly*, New York, as a copy writer. Miss La Follette recently had been with Thomas F. Logan, Inc., advertising agency, New York.

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The Story Advertising Tells

Not only does The Washington Star day after day print more advertising than all the other local papers combined; but year after year the total of its lineage places it among the first in all the larger cities of the country.

SIXTH IN THE UNITED STATES

Figures showing the total advertising in fifteen Daily and Sunday newspapers in fifteen of the principal cities of the United States for the year 1922.

Taken from statistics compiled by the New York Evening Post

Los Angeles Times	26,795,244
Chicago Tribune	26,212,563
Detroit News	25,701,844
New York Times	24,142,222
Baltimore Sun	22,985,326
WASHINGTON STAR	21,659,650
St. Louis Post-Dispatch	19,881,120
Philadelphia Inquirer	18,211,200
Cleveland Plain Dealer	17,194,125
Milwaukee Journal	16,266,970
San Francisco Examiner	15,596,504
New Orleans Times-Picayune	15,454,103
Minneapolis Tribune	14,278,579
Boston Globe	12,633,476
Cincinnati Times-Star	12,000,300

Total volume of advertising in six of the greatest dailies having no Sunday issue:

Chicago Daily News	18,224,817
Philadelphia Bulletin	17,379,300
Indianapolis News	16,406,178
Los Angeles Express	14,785,718
Cleveland Press	12,806,425
Buffalo News	12,506,723

Pittsburgh and Newark papers do not report their figures.

The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
150 Nassau Street

Paris Office
5 Rue Lamartine

Chicago Office
J. E. Lutz
Tower Building

Feb. 8, 1923

Feb.

Post Graduate

SUPPOSE you could induce all the technical schools and colleges to teach the advantages of your machinery or materials to the budding engineers of the country. Surely you'd believe in its value — yet such schooling would stop with graduation.

For years after graduation (an average of 40 years statisticians say) these men must continue their studies to keep up with the rapid march of science discovery and experimental development. And most of them do it through the pub-

THE ASSOCIATED BUSINESS PAPERS, INC. Head
With 125 member papers reaching 54

Post Graduate Advertising

duce publications serving their respective fields. So why not include in this Business Paper "Post Graduate Course" the facts about your own product. To reach the thinking man when he wants to learn, to reach the buying man when he wants to buy—this is the proven result of business paper advertising. There are 54 different fields to cover within the A. B. P. Post Graduate school—it's the time, right now, to learn the facts relating to its low cost but high public value.

A. B. P.

"Member of The Associated Business Papers, Inc.", means proven circulation, PLUS the highest standards in all other departments.

INC Headquarters, 220 West 42d Street - New York
hing 54 different fields of industry

Feb. 8, 1923

Ideas for 1923

*For men who do
direct advertising*

ACH year, for several years, S. D. Warren Company has issued a series of booklets designed to be helpful to any person who planned, prepared, or used direct-by-mail advertising.

These helps took the form of books, bulletins, or pamphlets and were distributed to advertising men, printers, engravers, art services, and other advertising affiliations through local paper merchants who sell Warren's Standard Printing Papers.

While they were demonstrative of the uses and qualities of Warren's Standard Printing Papers, they were intended to be of constructive help in preparing sales stuff that was printable, comely, modern, and legible.

The 1923 series will present new thoughts and examples of combining art with horse sense. They are the work of our advertising department in cooperation with a Committee of Paper Merchants and George Batten Company, Inc.

If you are interested in these pieces as they come out, write us, telling the nature of your position and the chief printing problems you have to encounter.



S. D. WARREN COMPANY, BOSTON, MASS.

WARREN'S

STANDARD PRINTING PAPERS

Some Fallacies Concerning Seasonal Advertising

Should Pickles Be Advertised on Tuesday and Near Beer Saturday?

NEW ENGLAND DIVISION
OF THE
NATIONAL ELECTRIC LIGHT ASSOCIATION
BOSTON

Editor of Printers' Ink:

Has any research been made so that an opinion could be given as to the best days for advertising various electrical appliances in daily papers? Should an electric sewing machine be advertised on Monday or Tuesday or some other day in the week to get the most prompt response from the readers of the daily paper; on what day for similar results should an electric washing machine be advertised; also the electric vacuum cleaner and other appliances?

What also are the conclusions with regard to the seasons?

Any information along these lines that you can give our Association will be very much appreciated.

O. A. BURSIEL,
Secretary.

WHEN should a seasonal item be advertised? Is it best to concentrate on the period of greatest sales? Or, is it better merely to swing along with the tide during the busy season and advertise in the off-period? The questions apply not only to seasons but to days of the week. Take washing machines. What is the best day to feature them? Offhand, one would say Monday. Again, consider the vacuum cleaner. Friday is generally housecleaning day. Does that mean that Friday is the logical day on which to advertise vacuum cleaners?

Do these questions appear ridiculous? Perhaps so. Nevertheless they have received serious consideration. Furthermore the conflicting opinions held concerning them are really astonishing.

We asked several electrical appliance manufacturers what, in their opinion, was the day on which the advertising of electrical washing machines was likely to be most productive. Three manufacturers replied. Each had his special day or days. Each gave logical reasons for his opinion. Yet no two of the three agreed. In fact, between them they selected five of the seven days.

Here is a letter from J. D. A. Cross, vice-president of the Rutherford Electric Company, Marion, Ind.: "I should say that electrical appliances should be featured on the day they are used or the day following. By that I mean, since Monday is washing day, the advertising ought to run either on Sunday or Tuesday."

Then we have a letter from Harry C. Hahn, of the Laundryette Manufacturing Company, Cleveland, who gives his opinion thus: "If there is anything in bringing one's electric washer to a woman's attention just at the time when she is confronted with a big washing or when she has just finished a big washing and is tired and discouraged, it would seem as though Monday or Tuesday are the better days."

So far, then, three days of the seven have been selected.

WHICH ARE THE "BUYING DAYS"

A third letter is from Karl F. Moore, of the Coffield Washer Company, Dayton, Ohio. "I think perhaps the latter part of the week," he says, "finds the housewife somewhat more receptive to the washing machine advertiser's message because on Tuesday and Wednesday she is possessed of a relieved feeling at having gotten the job done once more. On Thursday and Friday she is looking forward to pay day and is beginning to dread next week's washing, and on Saturday she and her husband can take the refilled pocketbook and trot downtown together and shop around among the washing machine dealers."

While Mr. Moore does not mention any specific days, we may take the latter part of the week to mean Friday and Saturday, which gives us a total of five days.

R. F. Ingalls, sales manager of the Simplex Electric Heating Co., Cambridge, Mass., takes this

Feb. 8, 1923

slant: "We believe that no one can select, with any assurance of being correct, a 'best day' on which to advertise electrical appliances in the newspapers. It is hopeless to attempt a solution in taking all electrical appliances. Their uses are too many and varied to permit this. One appliance or a closely related line of appliances must be taken for consideration. Let us consider the electric iron, which leads all other electric appliances in sales and see what we can arrive at.

"First, it is no longer possible to assume that the bulk of household ironing is done on Tuesday, but nevertheless, more irons probably are used on Tuesday than on other days of the week. It would be proper, therefore, for the advertiser to assume that his advertisement would be of more interest to a housekeeper on Monday, Tuesday or Wednesday, than on any other days of the week.

"So far, all appears to be clear sailing, but there are so many other factors affecting the sale of an electric iron that it would be foolish for anyone to pick upon Tuesday as the best day to advertise them. For instance, Saturday might be the preferred shopping day in the city where the campaign is to be run; then presumably Friday would be the best day to advertise. Without digging into the question any more deeply, I should say, therefore, run newspaper ads on electric irons on Monday, Tuesday or Wednesday, but watch out for varying local factors which will make some other day preferable.

"When we turn our attention to other electrical appliances, we find that with an exception here and there, one day is as good as another, as far as advertising goes. An electric radiator, toaster, waffle iron, heating pad, automobile engine heater, hair dryer, fan, etc., and down through the list, is just as useful, just as apt to be used one day as the next."

When it comes to considering seasons, the same reasoning applies. In the electrical appliance field there is no reason for sea-

sonal advertising. True enough, the demand for electrical appliances is heaviest in March, April and May and October, November and December—in other words, the spring and fall months. But that does not mean advertising should be concentrated in these periods. To do so is merely to aggravate the situation. Seasonal selling is frequently caused by seasonal advertising. The manufacturer assumes that consumers will buy his merchandise only during a certain month or months. He schedules his advertising accordingly. Naturally, this stop-and-go advertising gets people to thinking along similar lines. Before long they have developed a well-formed habit of buying that particular product only during the period in which the manufacturers' advertising is appearing.

ESPECIALLY TRUE IN ELECTRICAL APPLIANCE FIELD

As applied to the electric appliance field, this situation is especially true. Merely because the home may be given a thorough overhauling at the beginning of spring and fall is no logical reason for feeling that purchases are considered only at that time. Certainly the appliances themselves are not used only during the annual spring and fall cleanup. Were they sold on that basis, there would be little demand for them. The manufacturers hammer away at the idea that the vacuum cleaner and all the other electrical household helps may be used daily. Where there is no seasonal use there should be no seasonal advertising. As Mr. Moore, of the Coffield Washer Company, wrote:

"Your letter in regard to 'Best Day' for advertising electrical appliances in the newspapers brings up the point that I had hoped to be able to avoid for the rest of my existence.

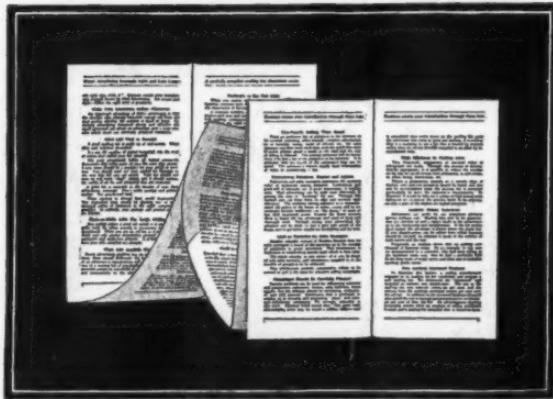
"Personally, I can see no reason for seasonal buying in the electric appliance field. As far as washing machines are concerned, clothes get dirty just the same every day of the week and are washed ordinarily every Monday of the year.

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How to Fold Your 12 - Page Booklets

The above illustration shows
the efficient way in which your
work is done on a Cleveland
Folding Machine.

Folding the 12-page booklet in *one operation* is one of the many time and labor saving features of the Cleveland Folding Machine.

Observe how a sheet of paper is folded three times to produce such a booklet. There is no second operation of gathering, folding or inserting, as is the case with practically all the other folding machines. The booklet comes out of the machine ready for stitching.

Have your printed matter folded on a Cleveland. It will insure good work done quickly—and with complete satisfaction to you. There are 209 other folds in addition to the one shown above. Some are the ordinary folds that you need every day for pamphlets, mailing pieces, catalogues, etc., others are distinctive folds that will add to the pulling strength of your sales literature.

The Cleveland will fold anything that any other Folder can fold. Ask your printer about the Cleveland Folder the next time you see him.

THE CLEVELAND FOLDING MACHINE CO.

Cleveland

Ohio

Feb. 8, 1923

Who Why When Where



HOTEL MANAGEMENT	
ANNUAL EQUIPMENT MARKET	
TABLE II (Continued)	
<i>Lodging</i>	
Inns	\$4,000,000 pounds
Hotels	4,000,000 pounds
Motor Equipment	
Motor Inns	6,000,000 pounds
Motels (large)	2,000,000 pounds
Motels (small)	1,000,000 pounds
Hotels (including restaurants)	2,000,000 pounds
Writing Paper	1,000,000 pounds
House Supplies	
Bedding	50,000 pounds
Bath Fixtures (all types)	50,000 pounds
Linens (all types)	50,000 pounds
Blankets (various)	50,000 pounds
Cleaning Powders	75,000,000 pounds
Clothing	100,000,000 pounds
Dishware	100,000,000 pounds
Drinking Glasses	100,000,000 pounds
Paper	
Newspapers (all publications)	7,000,000 pounds
Magazines	7,000,000 pounds
Books	7,000,000 pounds
Printed Books (in books of travel, guidebooks, etc.)	70,000,000 pounds
Postage	200,000,000 pounds
House, Room, Rooming House, Apartments (rental and equipment) ^a	200,000,000 pounds
Automobiles	200,000,000 pounds
Tire Paper	200,000,000 pounds
Transportation	14,000,000,000 per passenger
Tourism (all kinds)	100,000,000 pounds
Tropic (all kinds)	100,000,000 pounds

And How

THE correct and complete answers to those five questions are what every advertising man wants on any market. We have spent a year getting this information on the country's fourth industry—the hotel market.

It is now contained in a pocket size, 64 page Sales Manual—just off the press. It was prepared for the sales forces of our advertisers—those who already appreciate the importance and immensity of this *billion dollar field*.

It is available to others who want the answers to those all-important questions as they apply to the hotel industry. It is authoritative.

R. D. Smith
Western Manager
20 E. Erie St., Chicago

HOTEL MANAGEMENT

342 Madison Ave.,
New York City

Blanchard-Nichols-Coleman, Pacific Coast Representative

"Financial conditions naturally have something to do with what washing machine manufacturers call their 'valley season.' I can understand why spring can be a little better, perhaps, than winter because the coal bin won't need to be filled again. I can understand also that people are saving their money for vacation in July and August, but why fall should be considered a better season than spring is beyond me.

"Naturally, the gift season coming on in November and December makes that period a little better, and I suppose everyone is broke in January and February, but it strikes me that all these conditions apply equally to every other article of sale except the bare necessities of life. If you get any dope that will convert me, I will certainly thank you for passing it on.

"Finally, I do not believe it is a good practice to advertise in spurts because it is by steady, consistent pounding all the time, that the market is combed and recombed and combed a little finer. And since the purchase of an electric appliance which costs around \$50 on up to \$175 is not a matter for snap judgment, it will pay any advertiser to keep his name up all the time, to preclude the possibility of a good prospect not investigating his product when in the market."

That sums it up. Too many advertisers hold to the view that people read their advertisements and immediately rush into a store and make a purchase. If that does not happen they assume the advertising has failed. Advertising seldom has such a reaction. It sells through consistent and continuous hammering. One idea after another is put across until the accumulation of selling points induces the reader to visit the retailer and buy the product advertised. Rarely indeed does one run over an advertisement, particularly of a high-priced article such as a washing machine, and decide that he or she can do without it no longer. At any rate, not unless that manufacturer has brought

forward his message day in and day out throughout the year.

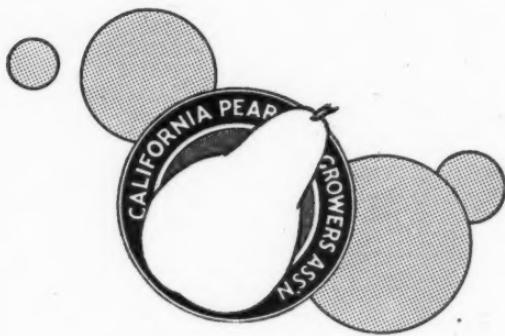
It is not the advertisement one reads today that leads to a purchase tomorrow. The preference shown when a particular article or product is asked for by name is likely to have its beginning a week, a month, or a year previous. Since this is so there can be no reason for seasonal advertising. It is every bit as necessary to build good-will and consumer acceptance during the off season as it is during the busy season. The advertiser must be up and at it all the time. When one drops out of the advertising pages for several months he may have to furnish references when he makes his re-appearance.

SOME SELLING SEASONS THAT HAVE BEEN LENGTHENED

Time and again seasonal products have been made twelve-month sellers through all-the-year advertising. A few years ago walnuts had a season of only a few weeks. Today they are sold twelve months of the year. Ten years ago the chief market for dates consisted of the Christmas season. The merchant who had a supply of dates remaining after the first of the year did not have the slightest idea how he might dispose of them. Usually he considered them a dead loss. Everyone knows this is entirely different now. Dates are called for every day in the year. Advertising did that. Not intermittent advertising, but the use of printers' ink 365 days yearly and the 366 of leap year.

Even the automobile industry suffered for years because of this mistake. Manufacturers thought that automobiles were used only during the warm and mild weather. The winter slump was accepted with a shrug of the shoulders. All that is being changed. Automobiles are becoming twelve-month sellers. The opinion is held in the trade that it will not be long before 80 per cent of all passenger cars, excluding the Ford, will be closed models. That means a year-round market and with it the obliteration

"making 'em 1"



In 1922.....the California Pear Growers Association launched its advertising attack in Chicago via the two morning papers.

What happened?

Sales increased from 301 to 576 cars.....Chicagoans demanded 15 pears apiece instead of the usual 8.....and prices topped those received in New York, the former banner market, by seven cents a box.

Chicago Herald a

*NEW YORK: 1819 Broadway
SAN FRANCISCO: Monadnock Bldg.*

m like it!" ♫ ♫

Mr. Frank T. Swett, president of the California Pear Growers Association, expresses his appreciation for the important part* the HERALD AND EXAMINER played in this successful campaign.

★ *In our records we chronicle it simply as ANOTHER successful campaign in which the HERALD AND EXAMINER carried its usual quota of dominant lineage.*

d and Examiner



Feb. 8, 1923

of tremendous manufacturing wastes.

In the building material field, supplies were advertised only between March and October. With the advent of cold weather all publicity ceased. There is no doubt that building material purchases are largely confined to the warm months. But, people do not limit their thoughts concerning home building to seasons. A couple are as likely to decide to build a home in December as they are in July. When they get the notion a hunt for information immediately begins. Perhaps the house may not actually be started for a year. But throughout the winter months they go through all the magazines they can find, and booklets, and books which have to do with building. Decisions are made then and there. True enough, these are frequently altered. Nevertheless, many of them are actually carried through to completion and the manufacturer who does not get his message before them at this time is very likely left out in the cold.

This topic has received frequent editorial treatment in the PRINTERS' INK Publications. That is because of its importance. Governmental committees and others have found that one of the greatest economic wastes in this country is seasonal selling. Millions and millions of dollars of plant machinery lie idle merely because their owners have decided, in their own minds, that such and such a period is an off season and that to attempt to push sales at that time would be the height of foolishness. In certain instances they are right. There are articles for which a year-round market is out of the question. These manufacturers might add a new item to fill out the sales valley, but we shall not go into that here. A majority of these plants are idle merely because of blind adherence to a deep-rooted custom.

The electric appliance manufacturers have shown themselves to be particularly progressive. The vacuum cleaner makers, the washing machine manufacturers and

the producers of many other electrical devices are not following blindly the path of custom. As a matter of fact, since it is a comparatively new field there has been little in the way of precedent to go by. It has been necessary to strike out along new lines and it is encouraging to see most of these advertisers discarding the ancient notion concerning the necessity of idle seasons.—[Ed. PRINTERS' INK.]

Advertisement of 1838 Stressed Purity and Service

The E. Bradford Clarke Company, a grocery firm of Philadelphia, which will celebrate its hundredth anniversary this month, states that in an advertisement published by them in July, 1838, the purity of their goods was featured. A vinegar advertisement issued at that time read "Customers can obtain pure cider vinegar with no admixture of drugs of any kind," and that "During the last four years the subscribers have sold 20,000 gallons of this vinegar, which fact is the best recommendation which they can offer." The same early advertisement also stated that "purchases are sent home free of charge."

Consolidate Oil Trade Directories

The Murray-Duff Corporation, Chicago, publisher of the "Oil Trade Blue Book," has bought the "American Oil Directory" from the Graffis-Sutton Publishing Company, also of Chicago. The "American Oil Directory" was begun a year ago as an annual. It will be merged with the "Oil Trade Blue Book," which is published quarterly, beginning with the edition of the latter appearing April 1. The consolidated books will be published as the "Oil Trade Blue Book."

New Accounts with Joerns Agency, Chicago

The White-Stokes Company, Chicago and Brooklyn, manufacturer of "Fondax," "Mallo" and other products for the confectionery and soda fountain trade, has appointed the Arnold Joerns Company, Chicago, to handle its advertising. The Arnold Joerns Company has also secured the advertising account of The Murdoch Products Company, Chicago, manufacturer of silica products.

Robinson Murray Joins Lyon Advertising Agency

Robinson Murray, recently secretary and sales manager of the Pennsylvania Chocolate Company, Pittsburgh, has joined the Lyon Advertising Agency, Inc., New York.

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THE IRON AGE

the

WORLD'S GREATEST INDUSTRIAL PAPER!

First in its field —
editorially-volume of
advertising-number of
advertisers-length of
service-influence
— selling power

Feb. 8, 1923

Feb.



In 1907 George Dyer was quoted as saying that in

"When Caesar spoke, the people said, 'man is
spoke, the people said, 'Let us go a philip o

The Gold Dust cards to the left are the Caesars displayed
see the Demosthenes style of copy, now being used.
Gold Dust has been advertised in the Street of every

STREET RAILWAY DVE

Central Office
Borland Bldg., Chicago

Home
Candler Block





g that advertising copy should be based on the following:

said, 'Man is Caesar!' When Demosthenes
go as Philip of Macedonia!"'

Caesar displayed ten years ago, and to the right we
were belted with much greater results—incidentally,
meet of every city on our list for more than 15 years.

WADVERTISING CO.

*Home
er Bl*

*Western Office
Monadnock Bldg., San Francisco*



CUTS BY NEW CENTURY COLOR PLATE CO., N. Y.

Feb. 8, 1923

HELL BOX—

*"a receptacle for broken,
battered or obsolete type,"*

—THE PRINTER'S DICTIONARY.

Many a print shop has a middle ground between perfect type and the Hell Box—a sort of "Purgatory." Goldmann methods permit of no compromise with perfection. The result is reflected in the Goldmann product.

ISAAC GOLDMANN COMPANY
EIGHTY LAFAYETTE STREET NEW YORK CITY

Printers Since Eighteen Seventy Six
TELEPHONE FRANKLIN 4320



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Appointments by National Screen Advertising Company

J. C. Creaver and Evan S. Cameron have been elected vice-presidents of the National Screen Advertising Company of America, New York. Mr. Creaver was formerly with the Standard Oil Company of New Jersey, Nujol division, and more recently with the New York sales staff of the Thos. Cusack Company, outdoor advertising. Mr. Cameron was formerly advertising manager of the Atlas Publishing Company, Inc., New York, and at one time, sales manager of the General Ceramics Company, New York.

Foreign Trade Convention Will Be Held at New Orleans

The National Foreign Trade Council has postponed its tenth national foreign trade convention, which is to be held at New Orleans, until May 2, 3 and 4.

The practical details of export sales management, advertising, finance and credits will be discussed in group sessions, particular consideration being given to problems affecting the Gulf Coast and the Pacific.

New Accounts for Williams & Saylor

T. Guerin & Company, Providence, R. I., woolens and worsteds, and the Charles M. Childs Company, Brooklyn, N. Y., paint and color manufacturer, have placed their accounts with Williams & Saylor, Inc., New York advertising agency. Business-paper and direct-mail campaigns are being conducted for these accounts.

H. V. Welles Joins Willey of Detroit

H. V. Welles, who recently resigned as sales manager of the Detroit Gear and Machine Company, has joined Willey of Detroit, outdoor advertising, as secretary and treasurer. Other officers of the firm are C. S. Willey, president, and A. C. Miller, vice-president.

Auburn Button Works Appoints B. F. Conner

B. Franklin Conner has been appointed general sales manager of the Auburn Button Works, Inc., Auburn, N. Y. He was formerly Eastern branch manager of Robert H. Ingersoll & Brother, now the Ingersoll Watch Company, New York.

Thomas P. Collins Joins Milwaukee "Journal"

Thomas P. Collins has joined the Milwaukee *Journal* as manager of the promotion department. Mr. Collins was formerly advertising manager with Ed. Schuster & Company, Milwaukee department stores.

Advertises for Sunday Dinner —and Gets 20 Answers

When William Allen White, editor of the Emporia, Kan., *Gazette*, found his wife had planned a trip to New York over the week-end, which meant no home dinner on Sunday, he put an advertisement in his paper which read as follows:

"Public notice: Mrs. W. A. White has gone to New York, called there by the illness of her sister. W. A. White is in Emporia. How about Sunday dinner? This is not only an opportunity, but a duty, as we have said before on emergency cases of public need.

"Don't all speak at once, but phone 28 after 6 o'clock."

By 6:30 p. m. on the day the advertisement appeared Mr. White had received twenty invitations for dinner, and the phone was still busy.

Parent Company Takes Over Distributing Subsidiary

The distribution of the products of the Dodge Manufacturing Corporation, Mishawaka, Ind., manufacturer of power transmitting appliances, which has been done through the Dodge Sales and Engineering Company, a subsidiary, is now being conducted by the sales department of the parent company. The sales department is under the management of Duncan J. Campbell, general sales manager, and John A. Beynon, assistant general sales manager.

William W. French has been appointed advertising manager of the company.

Sears, Roebuck and Company Report Gain

Sears, Roebuck and Company, Chicago, for 1922, report gross sales of \$182,165,825 as compared with \$178,014,981 in 1921 and \$254,595,059 in 1920. The net income for 1922, after all expenses, including an employees' profit-sharing provision, amounted to \$5,435,168 in contrast with a net loss of \$16,435,169 in 1921 and a profit of \$11,746,670 in 1920.

Advertising Course at University of California

A course in advertising research called "Current Advertising Practice" is offered this spring by the University of California extension division in Los Angeles. The instructor is Ben S. Trynin, formerly with the Los Angeles office of Lord & Thomas, advertising agency, and more recently assistant advertising manager of the California Associated Raisin Company.

Lumber Publications Consolidate

The publications *Lumber* and the *National Lumber Merchant*, issued by the Commercial Journal Company, Chicago, have been consolidated.

Feb. 8, 1923



Keep Your Message Before The Buyer

The forceful, interesting way in which this screen presents your sales story makes the dealer want to keep it in his show window or store—selling goods.

Multiplex Screens are all-steel, with beautifully enameled, baked-on finish. Inexpensive lithographed sheets slip easily in and out of the handsome frame—your sales message can be changed as often as desired to keep it always fresh and timely.

Write us about these and other Dealer Helps.

MULTIPLEX DISPLAY FIXTURE CO.

922 N. Tenth Street St. Louis, Mo.
New York Chicago San Francisco



Easy to handle—
ship by mail or
express—easy to
set up—easy to
change displays.

Multiplex
ALL-STEEL WINDOW SCREENS ~

A Catalogue That Gives Selling Arguments to Dealers

The South Bend Bait Company Does More Than Merely List Its Products

MORE than 3,000 items of fishing tackle are manufactured by the South Bend Bait Company, South Bend, Ind. That is not an extraordinarily large number. Hundreds of companies could top the figure. It is sufficient, though, to furnish all the stage settings necessary for an intricate selling problem. Probably the most obstinate merchandising difficulty encountered under this common state of affairs is inducing the retail distributor to strike up a speaking acquaintanceship with each and every item.

As a rule the dealer stocks only a portion of the line. Very often, this portion is small, indeed, in comparison to the total number of styles and models. Moreover, what he does carry on his shelves is merely one of a dozen or hundred other classes of merchandise. Consequently, it is to be expected that his fund of information concerning any single item is greatly restricted.

Can a catalogue assist in solving this problem? It may, and then again, it may not. Certainly the ordinary listing of items accompanied with a technical description and prices is not going to wipe the trouble slate clean. On the other hand, a catalogue such as that recently issued by the South Bend Bait Company offers interesting possibilities.

Here we have a catalogue so designed that a merchant is able to advance a convincing selling argument if he does nothing more than read the printed description to the prospective customer. Before elaborating on this feature, though, a related idea calls for explanation. The idea is found in a comprehensive indexing arrangement.

Like any other collection of printed data, an improperly indexed catalogue, or one not indexed at all, is a labyrinth further complicated by lack of proper en-

trance. Order must be brought out of chaos. Otherwise the book is most effectively sealed.

When compiling the South Bend fishing tackle trade catalogue for the season of 1922-1923 convenience in classification was regarded as of paramount importance. Accordingly, we find that all items have been arranged and tabulated in a brief, yet comprehensive manner. Everything possible was done to facilitate the selection of goods.

In the first place there is an alphabetical index by subjects. Second is a style number index.

Here, then, is how the catalogue functions. Enter prospective customer. Inquires concerning an anti-back-lash reel. The merchant thrusts his hand under the counter where the catalogue is kept for quick reference, turns to the subject index, looks under "anti-back-lash reel" or under "reels" and is directed to page nine.

There he finds an illustration of the reel. The caption does not fail to mention that the illustration is approximately two-thirds actual size. If the merchant hasn't the reel in stock that little bit of information is helpful. Below the picture he reads, to himself or aloud:

The South Bend Anti-Back-Lash Reel is guaranteed not to back lash. The instant the bait hits the water the spool stops running; there are no back-lashes, snarls or tangles and you simply start reeling in.

Every cast of the South Bend Anti-Back-Lash Reel is perfect. It enables the beginner to cast with the precision of the seasoned angler. The veteran angler experiences the joys and pleasures of casting without thumbing, as the South Bend thumbs itself.

It is, in fact, two reels in one and may or may not be used with the Anti-Back-Lash feature. A simple adjustment makes it into a reel of the ordinary type for those who prefer it. Either way it has a free, smooth, easy-running action. The brake action applies itself only for that fraction of a second when your bait hits the water—there is no continuous drag to retard your cast or distance.

Feb. 8, 1923

Beautifully made of Liberty Silver, with Ivoroid grip, and adjustable jeweled spool caps. Has quadruple multiplying gear. Capacity is 100 yards, measured by 16 to 20 pound test silk casting line.

**GUARANTEED WITHOUT TIME
LIMITATION**

Guaranteed without time limitation against defective material, workmanship or design. We will replace all broken parts or rectify any defect not due to misuse or neglect at any time reel is returned to factory. We further guarantee this reel to give perfect satisfaction and fulfil all that we claim.

Packed one in a box. Weight $\frac{3}{4}$ pound each.
No. 1131A Reel.....each \$12.50
No. 1131A Left-hand type
Reeleach 16.00

Another fishing enthusiast swings open the door, expressing a desire to see some trout and bass bugs. The dealer repeats the aforementioned procedure. On page 49, under the illustration (5/6 actual size) he finds complete information preceding the listing of models and prices.

In that fashion the dealer is supplied with talking points that make for an intelligent sales presentation. And why should he not be assisted to this extent? After all it is impossible for merchants in the sporting goods and most general fields, whose stock is so widely varied, to be thoroughly acquainted with all the articles in the store. At the most, their knowledge of much of the stock is superficial. Very often it is even less than that. Obviously, such a situation acts as a drag on sales. Making the catalogue kill the proverbial two birds with the well-known single stone, in the South Bend manner, is one way out.

**American Molasses Starts
Newspaper Campaign**

The American Molasses Company, New York, is advertising Rosemere Molasses in a campaign which is now running in New York, New Jersey and Pennsylvania newspapers. This campaign is being directed by the Thresher Advertising Service, New York

**J. Jay Fuller Starts Advertising
Business**

J. Jay Fuller, formerly executive secretary of James Wallen, East Aurora, N. Y., has opened an advertising business at Buffalo, N. Y.

**Boston Advertising Men Form
American Legion Post**

The advertising men of Boston, Mass., have formed an American Legion post under the name of the Crosscup-Pishon Post, 281, A. L. The organization meeting was held on January 25 with about seventy-five in attendance.

This post is named in honor of Waldemar Crosscup and Sturgis Pishon, both Boston advertising men who lost their lives in the war.

The officers elected were Alden H. Kenyon, commander; Francis W. Tully, senior vice-commander; David Tibbets, and Daniel Ashley, vice-commanders; Chester Porter, adjutant; George Hands, chaplain; H. MacNamee, sergeant-at-arms; Paul Hanson, historian; Louis Glaser, service officer; Lincoln Crosscup, athletic officer; J. L. McNeil, employment officer; Leon B. Farley, vocational officer; J. N. Sweeney, finance officer, and Fred J. Bonnet, publicity officer.

**M. Thomas Ackerland in
Jewelry Field**

M. Thomas Ackerland, formerly advertising manager of the Fleischmann Company, New York, and more recently foreign sales manager of the Mennen Company, toilet preparations, Newark, N. J., with Edwin H. Tompkins and Robert C. Neely, recently with Dreicer & Company, jewelry, New York, has organized the firm of Tompkins, Neely & Ackerland at New York to deal in imported pearls, jewels and jewelry.

**Ervin Wardman Leaves Estate
of \$500,000**

The will of the late Ervin Wardman, who was vice-president of the Sun-Herald Corporation, New York, recently admitted to probate at White Plains, New York, disposes of an estate estimated at \$500,000. Mr. Wardman's death on January 13 was reported in the January 18 issue of PRINTERS' INK.

**Baer & Wilde Co. Starts
Canadian Campaign**

The Baer & Wilde Company, Attleboro, Mass., Kum-A-Part Products, is starting a campaign in twenty-two Canadian newspapers on Kum-A-Part cuff buttons which will run during the balance of 1923 according to plans. The advertising account is handled by Thornton Purkis, Toronto.

**Bankers Supply Account with
Lord & Thomas**

The Bankers Supply Company, Chicago manufacturer of "Super-safety" insured bank checks and bank supplies, has placed its advertising account with Lord & Thomas, Chicago advertising agency. Newspapers and magazines will be used for this account.

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CONOMIST GROUP advertising is national advertising which accords with the logic of distribution, conforms with trade practice and preference and complies with economic law.

It accords with the logic of distribution because it coordinates absolutely with the entire existing distributive system for dry goods, apparel and allied lines of merchandise.

It conforms with trade practice and preference because it recognizes, inspires and dovetails with the functions of every factor in this distributive system.

It complies with economic law because it recognizes that in the hands of these factors lies the responsibility for fulfilling the nation's needs for merchandise.

THE ECONOMIST GROUP

239 West 39th Street
New York, N. Y.

Dry Goods Economist	-	-	New York
Atlantic Coast Merchant	-	-	New York
Dry Goods Reporter	-	-	Chicago
Drygoodsman	-	-	St. Louis
Pacific Coast Merchant	-	-	San Francisco



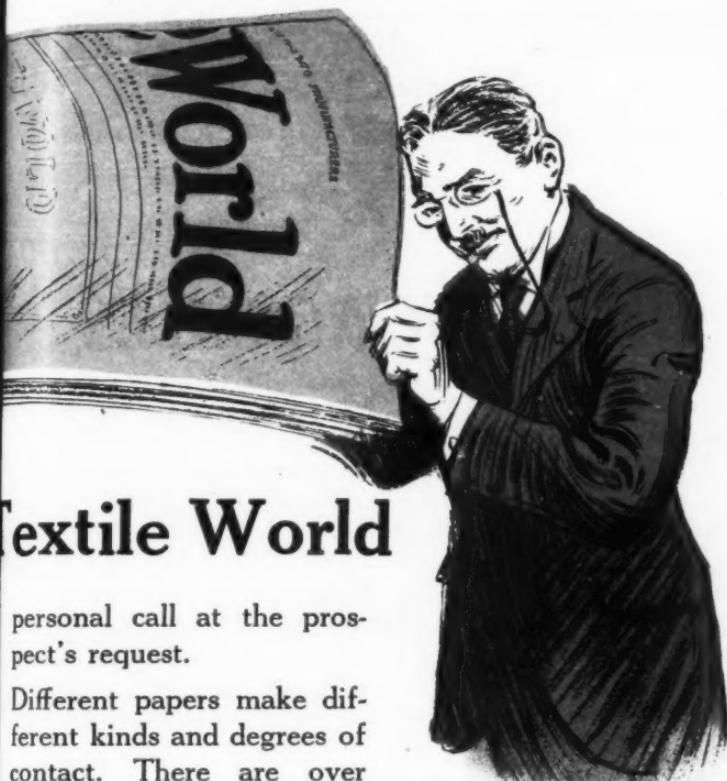
To Buyer videx

Through TEXTILE WORLD, advertisers form direct contact with the executives of textile mills who decide purchases.

This contact is not a chance proposition. It is as deliberate as if you made a

Members
AUDIT BUREAU OF CIRCULATIONS
ASSOCIATED BUSINESS PAPERS, INC.

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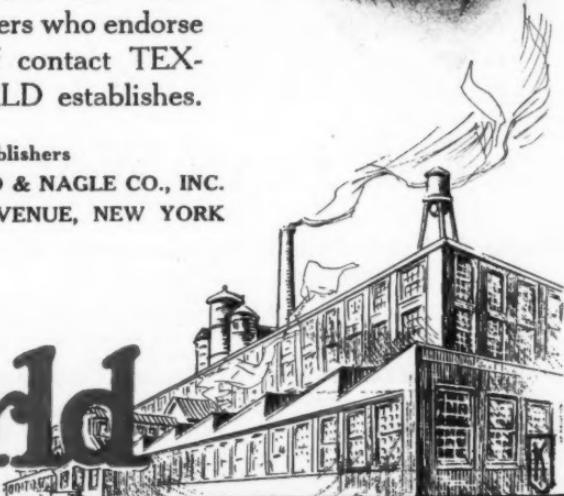
personal call at the prospect's request.

Different papers make different kinds and degrees of contact. There are over 850 advertisers who endorse the kind of contact TEX-TILE WORLD establishes.

Publishers

ATIONS
RS, INC.
RADGON, LORD & NAGLE CO., INC.
334 FOURTH AVENUE, NEW YORK

World





INFLUENCING SALES

is one thing that the 12 to 16-year-old American boy does as naturally as breathing. Whether it be an automobile or phonograph for the family, a bicycle or watch for himself, he is aggressively on the job. Make a sales alliance with the boy, and you win the family.

Since 1902 THE BOYS' WORLD has been gaining steadily in popularity with an increasing number of boys until its present net paid circulation of over 400,000, literally equals the combined total of all other boys' papers. In these twenty-two years has come that confidence which only years of successful service can build.

As a result we are proving to more national advertisers each year the substantial effectiveness of THE BOYS' WORLD in the Boy-field.

THE BOYS' WORLD

David C. Cook Publishing Company, Elgin, Illinois

WESLEY E. FARNILOE, Advertising Manager

Edward P. Boyce,	95 Madison Ave., New York
Ronald C. Campbell,	326 W. Madison St., Chicago
Sam Dennis,	Globe-Democrat Building, St. Louis

"Cook's Weekly Trio: A MILLION BOYS AND GIRLS"

THE MEN AND WOMEN OF TOMORROW

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

The Proposed Federal "Blue-Sky" Law

Would Prevent the Advertising and Sale in Interstate Commerce of Securities Not Complying with State Laws

By Roy W. Johnson

ACCORDING to the estimate of the United States Treasury Department, more than \$500,000,000 was lost last year through the purchase of worthless securities, many of them positively fraudulent. This occurred in spite of the more or less stringent "blue sky" laws which are in force in thirty-nine States, the so-called fraud statutes which have been enacted in three of the remaining States, and the general laws prohibiting the use of the mails to defraud.

It is a matter of particular interest to advertisers for two reasons; first because the loss of this money represents a positive curtailment of the public's buying power, and second, because the sale of these worthless and fraudulent securities was brought about through advertising in the great majority of cases. Not only was the money lost through the medium of advertising, but that very fact tends to destroy the credibility of all advertising alike, whether it is designed to promote the sale of investment securities or not.

It may be asked at the start, naturally enough, how it happens that losses of such magnitude can occur when every State except six (Colorado, Connecticut, Delaware, Nevada, Pennsylvania and Washington) have drastic laws especially designed to prevent or to penalize the sale of fraudulent securities. The answer to that question lies in the simple and significant fact that the transactions in question took place in interstate commerce which, according to the Constitution, is outside of the jurisdiction of the States. Congress alone can place legislative restrictions upon commerce which is purely interstate.

Texas, for example, may (and does) establish certain requirements for securities which are offered for sale within her own borders, but that does not prevent a Texas concern from issuing fraudulent securities and selling them to citizens of Iowa or Illinois. And similarly, Iowa and Illinois may (and do) place similar restrictions upon securities issued within their borders, but they have no authority to interfere with the Texas man who is merely selling his securities in interstate commerce, and is not "doing business" in either State, within the technical legalistic meaning of that term.

WHY THE STATES ARE POWERLESS

It comes about, therefore, that the individual States are often unable to prevent the sale of securities which, under the State law, are clearly illegal, and which never could be offered for sale at all if they originated within the State. It is this situation which has led Congress to frame the Denison Bill, H. R. 10,598, designed to regulate the sale of securities in interstate commerce. This bill has been passed by the House, and is now before the Interstate Commerce Committee of the Senate.

Briefly, the bill provides that it shall be unlawful, under a penalty, to sell or offer for sale in any State, through the medium of interstate commerce, any security which does not comply with the legal requirements of the State into which it goes. Thus the Texas man who ships into Illinois a stock certificate which could not pass muster before the Illinois Blue Sky Commission if issued in Illinois, may be stopped by Federal authority, even though neither

Texas nor Illinois can touch him. The bill makes it illegal not only actually to ship the securities to a purchaser, but to offer them for sale by means of letters or advertisements. Thus it may become effective before the harm is actually done.

It should be noted, however, that the latter provision of the bill is not aimed at publishers, and does not prohibit the publication of advertisements in newspapers or periodicals. This has been wisely avoided by the framers of the law, for two reasons. In the first place, it would place an unfair burden upon the publisher if he were made responsible for determining whether every advertisement of securities complied with the highly technical provisions of the "blue sky" laws. And practically speaking, such a requirement would be out of the question, for State laws differ to such an extent that a publication of wide general circulation would be practically prevented from accepting any advertising of investment securities at all, except such as fall into certain "exempted" classifications. An offering of stock or bonds which might be perfectly lawful in one State, might at the same time be clearly illegal in a dozen other States, and the publisher with a national circulation who was offered an advertisement would have to consult not one, but thirty-nine different State laws, before he could decide whether to accept it or not.

For these reasons, the publisher is not affected by the law at all, and the burden is put squarely upon the advertiser where it belongs. The bill provides that it shall be unlawful for any person in any State to send through the mails or other agencies of interstate commerce, any message soliciting the publication of an advertisement for securities which cannot lawfully be sold under the laws of the State to which the solicitation is sent. Thus it is the solicitation of the advertisement, and not the publication of it, which constitutes the offense. And incidentally it is worthy of note that this is in harmony with the

PRINTERS' INK Model Statute, which specifically places the responsibility for fraudulent advertising upon the advertiser, instead of upon the publisher.

The penalties provided by the bill include a fine not to exceed \$2,000, or not exceeding two years' imprisonment for the first offense, and for a second offense a fine not exceeding \$5,000 and imprisonment up to five years. It is also provided that any person who may have been defrauded by a violation of the law, may bring a civil action for damages, and recover the full amount paid to the promoter, together with all costs and attorneys' fees.

OPPOSITION WAS TO BE EXPECTED

It goes without saying that a proposal of this character would meet with considerable opposition, and so it transpired in the hearings before the Interstate Commerce Committee of the Senate. The bill as drawn has a list of exemptions; that is to say there are certain classes of securities which specifically are not subject to its terms, including those issued on behalf of any governmental agency, national banks, savings banks, trust companies, public service corporations, etc., as well as securities listed on certain stock exchanges. A great deal of opposition developed on this point, mainly special pleading for classes of securities not mentioned in the exemptions, such as real estate bonds, stocks listed on the New York curb market, etc. On the other hand, a reading of the published report of the hearings (occupying 200 pages of small type) discloses a voluminous output of the sort of arguments with which advertising men were made familiar during the early campaigns for the PRINTERS' INK Model Statute.

It is said, for example, that the bill is a "hideous" thing because it does not specify exactly what constitutes a fraudulent security, and many metaphorical tears are shed over the possibility that men may be "dragged from their homes and subjected to criminal prosecution 3,000 miles away,"

"Though I have been taking the Modern Priscilla only the last three months I shall always take it from now on. It is a wonderful magazine and the greatest help I have ever found. I have just answered six advertisements from its pages."

From a letter on file in the office of the Modern Priscilla

To advertise foods, textiles, home furnishings and household utensils in *Modern Priscilla* is like offering them for sale in a great bazaar patronized by over 600,000 home-makers who want and can buy the best.

MODERN PRISCILLA

The Trade Paper of the Home

New York

BOSTON

Chicago

Feb. 8, 1923

There are fundamental reasons why a newspaper occupies the enviable position of being first in its field in advertising lineages.

THE SYRACUSE HERALD

has earned this position by publishing a newspaper that is acceptable to more people in Syracuse than any other newspaper, and in maintaining that warm reader interest and response that goes to make advertising copy profitable.

The HERALD in 1922 was:

FIRST in TOTAL advertising lineage.

FIRST in LOCAL advertising lineage.

FIRST in NATIONAL advertising lineage.

FIRST in AUTOMOTIVE advertising lineage.

FIRST in FOOD advertising lineage.

FIRST in MEN'S WEAR advertising lineage.

FIRST in WOMEN'S WEAR advertising lineage.

And FIRST in all important classifications.

The Herald service department actually serves, and offers real co-operation to advertisers, assisting them to link the created demand from advertising space with distribution at a time when it is most profitable.

Special Representatives

PRUDDEN, KING & PRUDDEN, Inc.

286 Fifth Avenue
New York

Globe Building
Boston

Steger Building
Chicago

because they were ignorant of the technical provisions of a State law. There is much weeping and gnashing of teeth over the fact that the bill says nothing about "intent." A promoter or a dealer in securities may be as innocent as a new-born babe, it is declared, yet if his paper turns out to be worthless he is likely to be subjected to ignominy and prosecution. Our old friend "knowingly" is trotted out (somewhat disguised, but the same nevertheless) and put through all the rhetorical paces. We are told, moreover, that this bill is framed in the interest of predatory Wall Street, and that it will absolutely prevent the small, independent producer from getting a start in life because he will not be able to raise any capital, and will be compelled to sell out to the "big fellow" at the latter's own price. "No human being" says one witness, "can keep abreast of the various laws enacted by the various States of the Union, the constant amendments to those acts, and the constant varying interpretations of those acts. It is hideous to think that the citizen of the country engaged in a reputable, honest business, endeavoring to comply with his contract with the citizens, most of whom are people of humble means, should be subject to criminal prosecution under such circumstances."

On the other hand, a brief quotation from a statement by Representative Denison is illuminating.

"After this bill passed the House, I think it was some time before our adjournment, along in the fall, a Member came to me and asked, 'How long, in your judgment, do you think it will be before the Senate will pass your "blue-sky" bill and it will become a law?' I stated I could not say. At that time the Senate was engaged in the consideration of two very important bills, and we had been unable to get the committee to hold hearings on this bill. I asked, 'Why do you want to know?' He said, 'I will be frank with you. I had a telegram from a friend of mine who is a pro-

moter in my State. He has made a half million dollars in promotions of stocks. He has his own system. He is an expert. He has made a study of shrewd methods of promotion of worthless stocks. He will start in to promote a certain stock and it may take about \$10,000 initial expense to get his machinery going; then he will clean up between \$100,000 and \$200,000 or maybe more in two or three months. Now he is just starting in on one of these promotion schemes, and he does not want to involve himself in the initial expense of \$10,000 unless there will be at least three months' time before the bill will become a law, so that he may realize his profits. He wanted me to find out if he would have at least three months, because he knows your bill will put him out of business.'"

MAY BE PASSED AT PRESENT SESSION

The hearings in question were held in the latter part of December, and the latest prognostications from Washington hold that the bill will probably be passed before the close of the present session of Congress. That it will accomplish a great deal toward checking the advertising and sale of fraudulent securities is practically certain. At least that is the view of such organizations as the Investment Bankers' Association, the National Association of Credit Men, the Associated Advertising Clubs of the World, and others that have endorsed the measure and appeared in its support. In a few individual instances it may impose some inconvenience, but that appears to be inevitable with any form of statute which might be drawn. Until the State laws on the subject shall be made uniform (a consummation not likely in our generation) there will probably always be "border line" cases in which the application of the law will not be wholly just. That, however, is quite as true with respect to the State "blue-sky" laws already in existence. It is seldom that a law can be drawn which will serve the ends of abstract justice to everybody.

Probably the law is as good as can be drafted, and ought to be passed. An advertising man may be excused for wondering, however, if the necessity for laws of this character (either State or Federal) might not be largely obviated by a more liberal policy on the part of the stock exchanges toward the education of the public. The restrictions commonly imposed against advertising by members of the leading exchanges simply serve, to a large degree, to concentrate the force of educational publicity in the hands of those outside the exchanges, and those who are best fitted to guide and instruct the public mind on the subject are barred from doing so. Under such conditions "blue-sky" laws are a necessity. But it is at least open to argument that if the stock exchanges would permit educational advertising on the part of their members, the need for drastic legislation of this character would largely pass away.

Cheewing Gum Concern to Double Stock

The Frank H. Fleer Corporation, maker of chewing gum, will increase its capital stock from \$150,000 to \$300,000. The additional stock will be taken by the present stockholders and the added capital used to increase production.

Southern Floral Company Plans Campaign

The Joy Floral Company, with branches in Atlanta, Ga., Chattanooga and Nashville, Tenn., and intersecting points, plans to spend \$25,000 in an advertising campaign which will be directed by The J. Back Agency of Nashville.

Walter L. Chesman Joins Kastor Agency

Walter L. Chesman has joined the New York office of The H. W. Kastor & Sons Advertising Company, Inc., as an account executive. He had been with Frank Seaman, Inc., also of New York.

Mullally Agency Advances Harry J. Riker

Wm. T. Mullally, Inc., New York advertising agency, has appointed Harry J. Riker as third vice-president and executive director of the company.

Oil Trade Publisher Buys Interest in Iowa Daily

Harry Shaw, for the last six years president of the Shaw Publishing Company, Galesburg, Ill., has purchased an interest in the Waterloo, Ia., *Times Tribune* to which he plans to devote a part of his time. Leo D. Becker has been made vice-president of the company and managing editor of *Oil News* and *Fuel Oil* and will take over many of the duties of Mr. Shaw. He has been with the Shaw Publishing Company for the last six months and was formerly with the L. V. Nicholas Oil Company, Omaha. Mr. Shaw retains an interest and continues as an officer in the Shaw Publishing Company.

Postal Ruling on Window Envelopes

The Post Office Department, because of the waste of time and labor by postal employees in attempting to read addresses through poorly and improperly manufactured window envelopes, has ruled that hereafter envelopes not conforming to the regulations which require the highest possible degree of transparency, or which contain inclosures of such character or color as will not permit of clear and legible addresses, are not mailable and shall not be accepted at post offices.

Advertises Fruits and Diet Recipes to Doctors

The Florida Citrus Exchange, of Tampa, Fla., is using full pages in medical journals to advertise its "Sealdsweet" oranges and grapefruits to the profession. After telling the physical tests in order to diagnose a juicy orange or grapefruit, an offer is made to send a little book, "Home Uses for Juices of Sealdsweet Oranges and Grapefruit," which contains recipes helpful in arranging diets.

Railroad Trade-Marks Furnish Copy for Watches

The Illinois Watch Company, Springfield, Ill., in advertising to jewelers used seemingly carelessly assembled trade-marks from the time tables of more than forty railroads to give weight to the simple query and statement: "Is your store on one of these roads? If so it will pay you to carry a full line of Illinois Springfield watches."

Joins United States Advertising Corporation

P. P. Willis has joined the United States Advertising Corporation, Toledo, O., in an executive capacity, Ward M. Canaday, president, informs *PRINTERS' INK*. Mr. Willis recently resigned as vice-president of the Martin V. Kelley Company, Toledo advertising agency.

Stores Gain in Saturday Sales Through Evening Dispatch

Richmond (Va.) merchants get best results from fast growing *Dispatch* paper

By WALTER H. STORY

THE VALUE of the *Evening Dispatch* as an advertising medium is well illustrated by the experience of one of the largest local advertisers.

He was persuaded to use the *Evening Dispatch* on Fridays in preference to the paper then carrying the copy. This immediately resulted in his Saturday business showing a very gratifying increase both as compared with previous weeks and with business a year before. He is now using the *Evening Dispatch* exclusively on Friday.

Carrying Full Copy

Experiences like the one mentioned above have resulted in placing of full copy in the *Evening Dispatch* by every large local store in Richmond. This fact is interesting to space buyers as the surest guide to relative pulling power of afternoon papers in this territory.

Exclusive Features Increase Circulation

The *Evening Dispatch* has been built on the wise policy of giving the public what they want. It has largely increased its news service and has added attractive features appealing to all classes. A strong and successful bid for the favor of business men has recently been made in the inauguration of a 5:30 Green Special Edition. This edition carries late news, complete stock reports and the latest happenings in sports. Its popularity has been instantaneous and is responsible in no small degree for the large increases in circulation.

Key to Rich Market

As is the case with local advertisers, foreign space buyers have found the

Evening Dispatch essential in order to reach the buying public in this rich market. They have been materially aided in their selling campaigns by making use of the well equipped Service Department which the *Dispatch* papers maintain for their benefit. This department gladly furnishes surveys and data of all kinds on market conditions. Its use enables the advertiser to enter the Richmond territory with a vision of conditions that makes his advertising a much more forceful weapon.

Combination Rate for *Evening Dispatch* and *Times-Dispatch*

Space in the *Evening Dispatch* may be bought at a flat rate of 11c. in combination with the *Times-Dispatch* daily edition or individually for 7c. on a contract for 3,000 lines.

The *Evening Dispatch* goes into the homes of Richmond by carrier, over regular routes. Your advertising message goes into the homes not by chance of purchase, but by systematic delivery, rain or shine.

This is One of a Series of Advertisements

which will appear in this publication giving advertisers the facts about the newspaper situation in Richmond, Va.

Dispatch Papers are Members of A. B. C.

STORY, BROOKS AND FINLEY,
Special Representatives
NEW YORK - PHILADELPHIA - CHICAGO

The Loveliest Child in Canada

The Toronto Daily Star Finds Her for a "Doll's House," to be Presented to Queen Mary of England.

A PLAN to present to Queen Mary of England a "Doll's House"—a miniature house completely furnished—was consummated late last fall and placed in a committee's hands, on behalf of the leading artists, architects, and writers of Great Britain in conjunction with the Princess Marie Louise.

Prominent portrait artists in England were asked to contribute miniature paintings. Among these artists was Mr. Joshua Smith, R.B.A., who had come to live in Toronto. He secured the committee's consent to paint, as his contribution, the picture of the most beautiful child in Canada.

On account of its influence and circulation THE TORONTO DAILY STAR was selected to find the most beautiful child. THE STAR widened the scope of the competition by making generous individual prizes in gold and portraits. The board of judges was composed of Sir Robert Falconer, President of the University of Toronto; Mr. Robert Holmes, President of the Ontario Society of Artists; and Mr. J. G. Kent, Managing Director of the Canadian National Exhibition.

This unique competition aroused tremendous interest. For weeks the moving picture houses were running portraits and moving pictures of various contestants. Seven thousand six hundred and forty photographs of children were received from 587 cities, towns and villages from all nine provinces of the Dominion.

Doris Elizabeth Hyde, of Toronto, not quite four years old, won the award as the loveliest child, and the fifteen prizes were presented by Lieutenant-Governor Cockshutt at a children's party at Government House.



Doris' picture was painted in miniature by Mr. Smith and was mounted by Ryrie Brothers, Limited, jewelers, in platinum, with circle of whole pearls and cluster of diamonds. It has been forwarded to the Hon. P. C. Larkin, Canadian High Commissioner, London, to take its place in the "Doll's House" for the Queen in Windsor Castle.

Daily Star Circulation, 127,021; Sunday Edition, 146,125

UNITED STATES REPRESENTATIVES: CHAS. H. EDDY CO.

New York
Fifth Avenue Building

Boston
Old South Building

Chicago
People's Gas Building

MONTREAL Representative---J. B. Rathbone, Transportation Building

Newspaper Campaign to Get People into Church Urged

The Rev. John Allen Blair, pastor of the Tabernacle Presbyterian Church, Philadelphia, is back of a movement in that city to get the support of Presbyterian pastors to appeal through newspaper advertising for increased church attendance. "Worship at some church tomorrow," reads part of a recent advertisement. A leaflet sent out by the national officers of the Presbyterian church in Philadelphia says: "The churches of America have 60,000,000 prospective customers—the men and women who are now in the church. Advertising directed to these people rather than to the men and women who already have decided to go to church somewhere and are merely looking for the most sensational sermon, will produce larger results for the kingdom."

Peak Production for Hayes Wheel Company

The Hayes Wheel Company, Jackson, Mich., for 1922, December figures estimated, reports sales of \$13,500,000, as compared with \$11,535,554 for 1921, \$20,382,922 for 1920, and \$14,686,383 for 1919. Production records for 1922 approach 4,500,000 wheels, as compared with 2,298,364 for 1921, 3,822,845 for 1920, and 3,856,775 for 1919. An apparent discrepancy between the dollar volume of sales and the production records is explained by the fact that automobile prices average 30 per cent below 1920 quotations. The net profits before taxes total \$1,300,000 for 1922, \$528,102 for 1921, \$624,746 for 1920, and \$1,501,564 for 1919.

J. S. Getchell Joins Detroit Agency

J. S. Getchell, recently with the United States Advertising Corporation, Toledo, has joined the staff of Brooke, Smith & French, Inc., Detroit advertising agency. Mr. Getchell was at one time with the Class Journal Company, New York, and later with the Richard A. Foley Advertising Agency, Inc., Philadelphia.

Shoe Production Large

Shoe production in the United States for the year ended October 31, 1922, amounted to 318,424,917 pairs, reports the Department of Commerce. This total exceeds all pre-war records for corresponding periods but falls short of the peak production year of 1919, when 331,224,328 pairs were produced.

U. S. Exports for 1922 Lower

The Department of Commerce reports the value of American merchandise exports in 1922 as \$3,831,516,735 as compared with \$4,485,031,356 during 1921, and \$2,484,018,292 in 1913, the largest pre-war year.

A Guarantee That Is Held to Be Deceptive

Manufacturers representing 80 per cent of the watch case industry recently held a conference with Victor Murdock, chairman of the Federal Trade Commission, in Washington, D. C., and adopted resolutions condemning as deceptive to the trade and the public the making of a time guarantee on gold-filled watch cases, such as "guaranteed 20 years." They would also require that watch cases bearing the mark "gold filled" measure up to minimum standard of thickness of 3-1000 of an inch of gold on the wearing surfaces and 1-1000 of an inch of gold on inside surfaces, the karat fineness of the gold to be designated, and adopted resolutions unanimously to that effect.

Tacoma Advertising Club Elects New Officers

At a recent meeting of the Tacoma, Wash., Advertising Club, Arthur H. Bassett was elected president; E. G. Harlan, first vice-president; H. F. Anderson, second vice-president, and Kenneth W. Hood, secretary-treasurer and manager of the Better Business Bureau.

The following members were elected to the board of directors: D. N. Allstrom, John Condon, Lyman V. Hall, Joseph S. Kemp, Guy K. Llewellyn, Wallace A. MacPherson, Mildred A. Moak and Paul T. Shaw, who is an ex-officio member.

"Hearst's International" Appoints Warren Kelly

Warren Kelly has joined the Eastern advertising department of *Hearst's International* as Southern representative. He was formerly with *Current Opinion* as advertising manager and more recently had been with *Columbia* in a similar capacity. Before joining *Current Opinion* Mr. Kelly was with *Vogue* and *House & Garden*.

"Viko" 1923 Programme

The Aluminum Goods Manufacturing Company, Manitowoc, Wis., will advertise "Viko" aluminum cooking utensils in nine national periodicals during 1923. Selling helps such as new style miniature catalogues and lantern slides will be furnished dealers in addition to electrotypes for newspaper advertising, leaflet enclosures, display cards and window trims.

Biloxi, Miss., Advertises

The Biloxi, Miss., Chamber of Commerce and Biloxi resort hotels have appointed the Chambers Agency, Inc., New Orleans advertising agency, to direct an advertising campaign to attract tourists to the Gulf Coast. Northern and Eastern newspapers are being used.

Why Co-operative Advertising Campaigns Are Increasing in Number

Joint Advertising by Trades and Industries Succeeding Because Such Advertising Has Instilled New Vitality, Aroused New Interest and Increased Membership of Associations That Have Used It

By Allan P. Ames

Publicity Director, Joint Coffee Trade Publicity Committee

THE increasing interest in co-operative advertising is an evidence of healthy growth in the entire trade association movement. In any business a liberal advertising policy shows confidence in the future. Nobody cares to spend money for new business unless he is pretty certain the new business is there to get.

When a group of manufacturers or distributors begins to consider co-operative publicity it is a sign they are convinced of the benefits of co-operation in general. No trade association can hope to carry on a successful advertising campaign unless it is firmly established and fairly harmonious.

Every director of a successful association advertising enterprise has received, during the past year, an increasing number of inquiries from trade associations which want information about methods and results. Since association advertising is a comparatively new development in selling, trade organizations are approaching it deliberately and cautiously, taking counsel from the few associations that have proved its value by successful trial.

At present the organizations that have advertised co-operatively for a long enough period to demonstrate the success of this method are few, but the number is increasing and there is no doubt that 1923 will see more trades venturing into this field than in any previous year.

Conditions are more favorable for this branch of association work now than at any other time

since the war—some say than at any other time after or before the war. The reverses and sudden shifts of the past two years have had a sobering influence. Merchants and manufacturers have learned that successful association publicity is governed by principles quite different from those which apply to private advertising.

ORGANIZATION IS THE BIG PROBLEM

The main problem in fact is one of organization rather than publicity. The hardest obstacles to overcome are, first, to sell the proposition to all or a majority of organization members; and, second, after the idea has been accepted, to devise means of raising funds so as to divide the expenses fairly, and, as far as possible, in accordance with the benefits that each member will derive. After these problems are settled, there remains the choice of copy appeals and the selection of suitable mediums.

The trend toward co-operative advertising has been strengthened by the growing respect for economy and an increasing realization that not infrequently the sharply competitive advertising of the past few years has hurt the trade at large and reacted unfavorably, although indirectly, against the concerns which paid for it.

Level-headed sales and advertising managers recognize that undue emphasis has been laid upon trivial selling points and that whole campaigns, some of them costing hundreds of thousands of dollars, have been based upon unimportant peculiarities of trade-marked goods. Henceforth

Reprinted from the *New York Journal of Commerce*.



George A. Aylsworth

Vice-President, Aunt Jemima Mills Co.

becomes

Associate Editor, *The PROGRESSIVE GROCER*

MR. AYLSWORTH comes to us with more than twenty years of continuous activity as principal and executive in various merchandising and manufacturing institutions.

During his connection of many years with an important grain handling institution in Kansas City, that for several years bore his name, he became a well known figure in flour milling, cereal manufacturing, grain handling and transportation circles.

More recently, as first Vice-President and Advertising Manager of the Aunt Jemima Mills Company, he was brought into intimate contact with the problems of retailers, jobbers and manufacturers of food products.

The exceptional experience that Mr. Aylsworth has thus gained fits him admirably to further the aims of The Butterick Publishing Company in publishing *THE PROGRESSIVE GROCER* for the grocery trade of the United States.

The
**PROGRESSIVE
GROCER**

Trade Division
The Butterick Publishing Company
New York

I be
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impressive direct-mail advertising

is that printed on EMPIRE BOND. It gives a mailing piece distinctiveness and makes it stand clear of the commonplace. This beautiful and durable stock has the formation, the finish, the folding qualities, the color, the printing surface (on both sides of the sheet), the continued freshness to fulfill the essentials of good Business Literature. And yet



EMPIRE BOND

is moderate in price! It is especially well-adapted to modern line engraving, including the new Ben Day and mechanical effects.

SEND TODAY

*for THE SECOND SERIES of
The PRINTER :: The BOND :: The AD*

This series will be especially useful to Printers, Advertisers and Advertising Men. Each number gets right down to brass-tack EVERY-DAY usefulness. Here are some 1923 direct-mail ideas! The New series is yours for the asking—Now, on your letterhead. Address Department G2,

CAREW MANUFACTURING COMPANY

Makers of Empire Bond

SOUTH HADLEY FALLS, MASSACHUSETTS, U. S. A.

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I believe we are going to see much less of the kind of salesmanship which urges the consumer to buy a product because it is sold in "The Nifty Pink Can," or distinguished by some other feature absolutely unconnected with the basic merits of the article marketed.

THE ADVERTISING POINT

In the grocery trade particularly the increasing movement toward association advertising is due to a realization that in their eagerness to increase the sales of their own brands, manufacturers and distributors of staples frequently overlook the real reason why the public buys their goods. Advertising of trade-marked goods undoubtedly has over-emphasized the value of the points of difference distinguishing the product advertised from competing products.

Salesmen and advertising men rack their brains to discover a new talking point upon which they can dilate for the purpose of showing the consumer that their product is quite different from other brands of this particular staple. Only here and there has a manufacturer big enough to afford it, and broad-minded enough to appreciate the value of such advertising, advertised fundamentals regardless of the fact that his competitors got a percentage of benefit from his advertising.

Association advertising does not bother with details. It deals with fundamentals, and if you analyze the advertising of the most successful association campaigns you will find that they emphasize fundamentals which often have been so neglected by private advertisers that they have a fresh attention value. The buying public has been quick to appreciate and respond to this common-sense appeal.

Without question, the main advantage of co-operative advertising is that it can afford to be educational. The paint and varnish manufacturers decided that most people failed to appreciate the basic value of their products as a

protection against wear and decay. Hence their slogan, "Save the Surface and You Save All," which has furnished the dominant note in all their advertising.

The citrus fruit growers are emphasizing the healthfulness of their products. The coffee merchants, when their association campaigns began three and a half years ago, recognized that poor coffee was due more often to careless brewing than to any other one cause. Since then they have spent nearly a million dollars in telling the housewife the right way to make coffee. The raisin growers have more than trebled their sales by teaching new uses.

Almost without exception the history of association publicity campaigns shows that they have stimulated private advertising and strengthened it by furnishing a big central theme which the individual advertiser may adapt to his particular product. Trade association executives testify that these campaigns have instilled new vitality, aroused new interest, increased membership and helped every activity of their organizations.

Chicago Agency Has New Accounts

The Irwin L. Rosenberg Company, Chicago advertising agency, has been appointed to handle the advertising of the Venus Brassiere Company and Klee Brothers & Company, clothing dealers. Both clients are Chicago companies.

Seed Potato Account for Syracuse Agency

The New York State Seed Potato Association, Inc., Syracuse, has placed its account with Wortman, Forey & Potter, advertising agency of Utica and Syracuse, N. Y.

"Columbia" Adds to Staff

Richard M. Silvester has joined the advertising staff of *Columbia*, New York. He was formerly with the Thomas Cusack Company and the Class Journal Company.

Joins Cleveland Publication

Edward S. Kahn has been appointed advertising manager of *The Daily Voice*, Slovak newspaper, Cleveland.

A Long-Time Advertiser Advises Publication Salesmen

Negative Advice, with a Positive Angle

By a Tire Manufacturer's Advertising Director

DON'T ask us to send you a telegraphic reply "Collect." We are not broke and are perfectly willing to prepay the reply if we wire you at all.

Don't hesitate to call or write and present your proposition. We are just as interested in finding out what is good for us as you are in telling us about it. That is our business.

Don't expect us to put you off with a polite reply. If we can give you a definite answer, we will. The easiest way to get rid of a man is to tell him to come back in thirty days.

Don't expect us to have you wait in the lobby for an hour or so in order that you may be properly impressed. If we are not tied up in a meeting we will endeavor to see you promptly. If we are in a "conference," it would be practically impossible to disturb us, for it goes without saying that no advertising man ever permits anyone but the president of the company to take him away from a "conference."

Don't hesitate to sell your own publication without telling us how many more lines of advertising, exclusive of church, school, mineral clay and etiquette book it carried than its nearest competitor. We are so old-fashioned that we can believe you if you don't knock your competitors.

Don't hesitate to help us out when we meet you outside of our office somewhere and try our level best to remember your name, giving you what we think is a pleasant smile. We deal with a paltry 3,000 publications and once in a while—not often, but once in a while—we forget a name. Anyone here will tell you our name, but we have no way of checking up on yours.

Don't send us a 100-word day or night letter, telling us about

that position you are keeping for us while that big crowd of advertisers is just fighting their way in to get that position. We have the same trouble in our own business keeping buyers in line.

Don't wonder if we are really telling the truth when we say that the schedule has not yet been made up. Some advertising buyers stick to the facts even though your own experience may have satisfied you that this is not always so. It takes time to get used to our plain, simple methods, but please be patient with us.

Don't offer us a drink when we do meet. It smacks too much of bribery; besides, we don't know where it came from.

Don't fail personally to show us the research of our own industry that your publication has prepared at such great expense. Be careful, however, that on the sheet showing returns from questionnaires that our product is listed pretty close to the head. If we ever saw a report where we were among the also rans we might not be able to stand it. Our brain is none too strong as it is.

Don't envy us our job. This above everything! If you sat where we do you'd have to meet all those fellow-workers of yours and listen to them. And it takes some listening! They are so persuasive as a class, so forceful, so energetic, such good fellows, that you'd very soon find yourself in the position we are in—sorry that you cannot give every last one of them a three-year, non-cancelable contract for everything they have. This is the last and the greatest commandment.

With "Industry Illustrated"

Nicholas H. Kiley, formerly with *Town & Country*, has joined the Eastern advertising staff of *Industry Illustrated*, New York.

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ANNOUNCEMENT



**ROBERT B. JOHNSTON, who
for the past eight years
has served as Western
Manager of Needlecraft
and was closely associated
with the late Will C. Izor
in conducting the Advertising
Department of this
Magazine, has been
appointed Advertising
Manager, with headquar-
ters at 50 East 42nd Street,**

New York.

NEEDLECRAFT PUBLISHING COMPANY
P. V. HILL N. S. WESTON

Feb. 1st, 1923.

Feb. 8, 1923

The Year 1922 in Worcester

Advertising

The TELEGRAM GAZETTE carried a total of

16,661,010 lines

The other paper

5,432,190 lines

Circulation

The TELEGRAM GAZETTE is now guaranteeing a net paid circulation of

77,500

The latest published figure of the other Worcester paper is

26,288

There is no necessity of comparing the two papers, because the difference in both advertising and circulation is so great, but we are giving these figures as a matter of record.

Paul Block INC.

National Advertising Representatives

New York Chicago Detroit Boston

MOTOR SALES HEADS ADDRESS ADVERTISING POST

Captain E. V. Rickenbacker, former American ace and sales manager for the automobile bearing his name, and H. E. Chamberlain, general sales manager of the Packard Motor Car Company, spoke before the Chicago advertising post of the American Legion at its post's meeting January 29. Automobile men are not viewing the saturation point in their industry with any alarm, Mr. Chamberlain said. He pointed out that even if the home market were saturated there was a tremendous field to be exploited outside of the United States. "The automobile industry has at last come into its own," he said, "as a standard industry governed by scientific facts and investigation. You advertising men can help it by making your advertising effort mean a more definite thing. We sales executives can tell fairly accurately how many cars we will sell in almost any given county. But we don't know definitely what we can expect of your advertising."

BRANDT ADVERTISING COMPANY SECURES NEW ACCOUNTS

The Brandt Advertising Company, Chicago, has secured the advertising account of W. F. Quarrie & Company, Chicago publishers of the "World Book" encyclopedia. Metropolitan newspapers will be used for this account. Other new accounts with the Brandt Advertising Company are those of Darling Sweets, Inc., candy manufacturer and Bell, Conrad & Company, manufacturers of "Bell" coffee, both of Chicago. A campaign in newspapers is planned for caramel pecan clusters manufactured by Darling Sweets, Inc.

WILL DIRECT ADVERTISING OF WILSON & CO.

Jack Thomas has been placed in charge of the advertising department of Wilson & Company, Chicago packers. He was formerly in charge of similar activities for the Wilson-Martin Company, Philadelphia. Mr. Thomas succeeds E. S. LaBart, who has become vice-president of George Enos Throop, Inc., poster advertising, Chicago.

JOHN DALTON, JR., JOINS "NATIONAL GROCER"

John F. Dalton, Jr., has joined the Byxby Publishing Company, Chicago, and will be advertising manager of *National Grocer*. He has been advertising manager of the *Iowa Legionnaire*, Des Moines, Ia.

JOINS BURGESS-NASH COMPANY

Mary Marston Kinsey, formerly with the Omaha, Neb., *Bee*, has been appointed advertising manager of the Burgess-Nash Company, Omaha.

AMERICAN PASSION PLAY WILL BE ADVERTISED IN NEWSPAPERS

Newspaper space will be used to advertise the annual Passion Play to be given by Canisius College of Buffalo, N. Y., this summer. Space will be used in from 75 to 100 newspapers and contracts will be placed about June 1. The Passion Play last year had an attendance of about 100,000, 30 per cent of which came from outside Buffalo.

The advertising will be placed by Walz-Weinstock, Inc., advertising agency of Buffalo.

V. O. SCHWAB JOINS NEW YORK BOOK PUBLISHERS

Victor O. Schwab has joined The Thompson-Barlow Company, Inc., mail-order book publishers, New York, as advertising manager. Previously he had been chief of the copy department at Chicago of Ruthrauff & Ryan, New York. He had also been with the New York Office of that agency.

ENGINEERING MAGAZINE ADVANCES A. M. MORRIS

A. M. Morris, of the Chicago office of The Engineering Magazine Company, New York, has been advanced to Western manager. He will be in charge of *Industrial Management* and *Industry Illustrated* in the territory west of Pennsylvania.

LAUNDRY ACCOUNT FOR SHUMWAY AGENCY

The Pilgrim Laundry, Boston, has placed its advertising account with the Franklin P. Shumway Company, of that city. A campaign is planned to appear in Boston newspapers and about twenty newspapers in surrounding towns.

BERTRAND L. CHAPMAN SPEAKS AT ATLANTA, GA.

Bertrand L. Chapman, merchandising manager of the New York *World*, addressed the Atlanta, Ga., Advertising Club, January 25, on "Making the Advertising Dollar Sell More Merchandise."

JOINS J. L. FULTON COMPANY

Harry Lewis has joined the contact service staff of The J. L. Fulton Company, Chicago typographer. He was formerly secretary of Arkin Advertisers Service, Chicago, and sporting editor of the Atlanta *Georgian* and *Sunday American*.

RAYMOND BISSELL LEAVES BUFFALO "COMMERCIAL"

Raymond Bissell has resigned as business manager of the Buffalo *Commercial*, and has joined the Cutler Desk Company, of that city. He was at one time postmaster of Buffalo.

Overcoming Prejudice against the House-to-House Canvasser

Experience of the Fuller Brush Co. in Recognizing a Prejudice and Meeting It Frankly

THE FULLER BRUSH COMPANY
HARTFORD, CONN.

Editor of PRINTERS' INK:

I am sorry that I cannot class myself among the old-timers who are popping up so frequently in the columns of *PRINTERS' INK*, but I was not born soon enough, and cannot claim discipleship for longer than some fifteen years.

In your issue of January 18 is a most interesting article on the necessity of recognizing existing prejudices and meeting them frankly. I don't think that there has been any better example of this than the advertising of The Fuller Brush Company, which was the first to recognize the prejudice against canvassers and house-to-house salesmen. For seven years we have been advertising in a smaller way and then in a larger one with a frank recognition of this prejudice. We have devoted as much as double spreads in color in *The Ladies' Home Journal* and *Saturday Evening Post* talking frankly about this matter. Part of every advertisement is devoted indirectly to it and occasionally entire pages.

The result of this has been that the Fuller Brush Company is today the largest organization in the country selling house to house with over 4,000 salesmen, 230 branch offices, etc. While a prejudice still exists against canvassers, it is our definite experience that this prejudice has almost entirely disappeared, as concerns the Fuller Man.

We have even found in one town a sign forbidding canvassers or pedlers but welcoming the Fuller Man by specific exception!

I write this in corroboration of the article mentioned and because I believe that the Fuller Brush Company has handled the situation of prejudice in as big a way as has ever been done.

THE FULLER BRUSH COMPANY,
EVERETT R. SMITH,
Advertising Manager.

THE experience of The Fuller Brush Company is an excellent example of how to deal with prejudice in an advertising campaign. It is doubtful whether the company would have succeeded as rapidly as it has, had it not recognized that a very real prejudice against the house-to-house canvasser existed in the minds of a large number of people. Fuller advertising addressed itself openly and vigorously to the job of over-

coming this prejudice. The degree to which success has attended the effort is clearly enough set forth in Mr. Smith's letter.

One of the by-products, so speak, of Fuller advertising to overcome prejudice against the canvasser is the change it has brought about in the improve quality of the canvasser. The Fuller company frequently uses space in its national advertisements to invite applications from high-grade representatives. In another letter to *PRINTERS' INK* upon this subject, Mr. Smith says:

"Our advertising for salesmen in *American Magazine* and *Saturday Evening Post* has been well worth while. Within the space of a year it has put us in touch with several thousand men, among whom were a high proportion of the type of men we want and we have hired a great many of them. This advertising, we find, is of tremendous help to us, for the men who are solicited personally by our organization have usually seen this advertising and been impressed by it. In other words, the ground is prepared for us. You may be interested to know that our turnover has increased nearly one-third within the last six months, so that we are in a much better position than ever before and we feel that this magazine recruiting advertising has contributed materially to this."

When a consumer reads a full advertisement in which part of the space is devoted to a solicitation for high-grade representatives, favorable sentiment is created for the Fuller Man, and prejudice against the method gives way before it. Other concerns have had this same experience, among them The Berger Brothers Company of New Haven, maker of Spencer Corsets, whose sales and advertising methods were described

THE ERICKSON COMPANY

Advertising

381 FOURTH AVENUE, NEW YORK

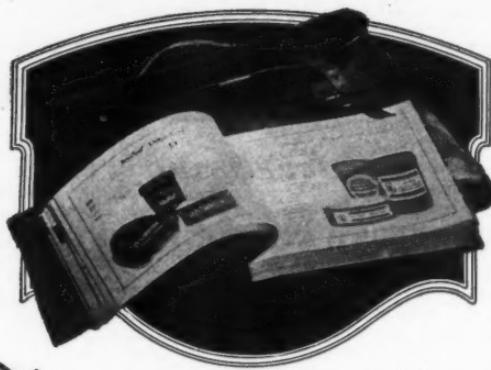


*If you want to know about our work, watch
the advertising of the following products:*

BON AMI
CONGOLEUM RUGS
VALSPAR VARNISH
INTERWOVEN SOCKS
GRINNELL SPRINKLERS
WELLSWORTH GLASSES
McCUTCHEON LINENS
BARRETT PREPARED ROOFINGS
PETER SCHUYLER CIGARS
TERRA COTTA
TARVIA
IMPORTERS & TRADERS NATIONAL BANK
WALLACE SILVER
ENCORE PICTURES
NEW-SKIN
WESTINGHOUSE AIR SPRINGS
"QUEEN-MAKE" WASH DRESSES
BARRETT SPECIFICATION ROOFS

What we've done for others we can do for you.

Feb. 8, 1923



*The certainty of long life
for YOUR sales manual*

If it is your ambition to prepare a sales manual that will win the admiration of the salesman himself, you will wisely see to it that it is printed on Foldwell Coated Paper.

For Foldwell offers protection against falling leaves and cracked pages. And even under the stress of hard use day after day, it insures the preservation of all the beauty which you and the printer so carefully develop.

A Bulletin for Advertisers

"The Long Fibre" is one of the helpful bulletins on paper published periodically by the Chicago Paper Company. Each issue contains information for advertising men and sales managers specifically. Besides valuable pointers on paper stock, it carries interesting suggestions on direct-advertising pieces. If you are not already receiving it we will gladly send you "The Long Fibre" for the asking.

Folding Coated Book Folding Coated Paper Folding Coated Writing

CHICAGO PAPER COMPANY, Manufacturers
Desk 2,810 So. Wells St., Chicago Nationally Distributed



FOR ALL KINDS OF FINE PRINTING

in the February 1 issue of PRINTERS' INK. Both Fuller and Spencer have turned popular prejudice against house-to-house selling to good account by recognizing it frankly and meeting it fearlessly. National advertising has enabled them to do this, first by leading the consumer to expect a high-grade service, and second, by finding the representative best qualified to give it.—[Ed. PRINTERS' INK.]

"The Protest," a New Semi-Monthly Publication

The Protest is the name of a new semi-monthly periodical which will commence publication at New York about March 1. It will have a page size of 7 by 10 inches and will be published by The Protest, Inc. The officers of this company are Howard R. Kiroack, president; Louis J. Hamel, vice-president and treasurer, and Joseph Dehan, secretary.

The Protest, according to the publishers, will be opposed to all forms of "intolerance," such as prohibition, anti-cigarette leagues, motion picture censorship, etc.

Perry Saftler is advertising manager. He was formerly with Riker & King, publishers' representatives, and Frank Seaman, Inc., advertising agency, both of New York.

Information Wanted on "Extra Wear in Every Pair"

THE WEARPLUS COMPANY
WEARPLUS HOSIERY AND UNDERWEAR
Bay City, Mich., Jan. 31, 1923.

Editor of PRINTERS' INK:

The other day I noticed a slogan quite similar to the one we are using.

We are therefore anxious to know if anyone is using "Extra Wear in Every Pair."

It is now in all our literature and we have used it for some time, but nevertheless we would appreciate any information you could give us.

THE WEARPLUS COMPANY,
A. F. HUEBNER,
President.

T. A. Snider Preserve Co. to Have New Owners

The New York Canners, Inc., is arranging to purchase the T. A. Snider Preserve Company, catsup and chili sauce, Chicago. The output of the latter is about 700,000 cases of tomato products per year. The New York Canners, Inc., comprise twenty-five plants situated in the States of New York, Maine, New Jersey and Maryland, producing about 2,000,000 cases of goods per annum.

C. K. Woodbridge Heads New Dictaphone Company

The Dictaphone Corporation has been organized at New York to take over the dictaphone department of the Columbia Graphophone Company, Bridgeport, Conn. The consideration is reported to be in excess of \$1,000,000. L. C. Stowell, secretary of the new corporation, informs PRINTERS' INK that an expansion of sales and service is planned and that the same offices and service in different cities will be maintained as heretofore. The name, the "Dictaphone," is considered a valuable asset, it being a registered trade-mark.

Officers of the new corporation are: President, C. K. Woodbridge, who has been head and sales manager of the Dictaphone organization for the past five years; secretary and assistant to the president, L. C. Stowell, formerly sales promotion manager, and assistant to Mr. Woodbridge and treasurer, Morgan L. Mercer.

B. W. Matthews Joins Tracy-Parry Agency

B. W. Matthews has resigned as secretary of the Joseph Richards Company, Inc., New York advertising agency, to become associated with the Tracy-Parry Company, advertising agency of Philadelphia. He will make his headquarters at the New York office of this agency. Mr. Matthews at one time had been with *Railway Age*.

Advertising Men's Post Hears National Commander

National Commander Alvin Owsley of the American Legion was the guest of New York Advertising Men's Post, at a luncheon held at the Hotel Pennsylvania on February 5. Commander Owsley outlined the policies of the legion under his administration.

Appointments by the Capper Publications

Ray H. Haun has been made sales manager of the Capper publications, Topeka, Kans. He was recently manager of the Detroit office of the Capper publications. He is succeeded at Detroit by Hal Hursh.

Death of E. A. Utecht

E. A. Utecht, who had been with the advertising department of the Andersen Lumber Company, South Stillwater, Minn., died on January 12. The Andersen Lumber Company manufactures and advertises Andersen White Pine Frames.

George C. Kennedy has joined the sales department of the Allied Paper Mills, Inc., New York. This is the Eastern warehouse of the Allied Paper Mills, Kalamazoo, Mich.

Why the Standard of Living Is High in the United States

The Possession of Great Natural Resources and Fortunate Geographical Location Are Not the Sole Reasons

By Julius H. Barnes

President, Chamber of Commerce of the United States

[EDITORIAL NOTE: Mr. Barnes touches on subjects which vitally and fundamentally affect the business of advertising. The margin of production increases, the relation of wages to buying power, increases in earning power, the increases in our standards of living, all tend to confound the pessimist who worries about saturated markets. Advertising is the stimulus to individual production. It is a prime factor in creating the wants, which lead the individual to produce more in order that he may attain a higher living standard. It is therefore interesting to note that the years between 1900 and 1920 mentioned by Mr. Barnes as years of the greatest increases in production, and of the market's capacity to absorb more merchandise, are the years of advertising's greatest development.]

BUSINESS men know that there is a road to re-establishing buying power by means of full employment and industrial activity, and that the essentials on which that buying power may be re-established in the world are clear and definite.

Business men know that there is waiting for service by the instruments of production a great world vacuum of articles of human need which will establish industrial activity and industrial employment on a scale never before known, when political and economic difficulties are adjusted to a stability which enables industry to function, and by its very functioning, restore the earning and buying power of Europe's millions.

In America the revival is clearly under way. A relaxation of war taxation, which had stifled the spirit of enterprise, coincident with a determined effort on the part of industry to re-establish employment, eliminated our army of unemployed and with full wage rolls we can maintain ourselves in

From a speech before the Members Council of the New York Merchants' Association.

measurably prosperous activity, awaiting the day of a similar restoration and revival in Europe.

On the basis of that American home demand, the American farm would quickly find its price disparity corrected, if there be reinstated the normal European competition for its surplus production.

In no sense is this summary of world trade conditions and prospects one of discouragement or pessimism. Every student will recognize that underneath the perplexities of these unsettled difficulties, political and economic, there is a great rising tide of human production, based on a great stabilized human desire to work and to earn, which carries the promise of ultimate solution.

Moreover, this tide is strong enough to advance even against the shocks and alarms of untoward events, at least up to the point of the catastrophe of a general war. It is well for business men to comprehend the security and stability promised by certain great and sure trends in human production.

MARGIN OF PRODUCTION INCREASE

Year by year, and recently with accelerating pace, the margin of production per capita in the world, above current consumption of the worker and his dependents, is clearly increasing. Year by year this margin of production, with its addition to national income and national wealth, does of itself create new sources of income and provide new security of employment and production.

There are certain measures of this trend which business men would do well to keep in mind, because they are the evidence of the great tide of production which

ADVERTISING

Inviting Patronage

IF operating a hotel, how would you direct expenditures for improvements?

WOULD you put all available money into new kitchen equipment, leaving the entrance uninviting and the dining room dingy?

Or would you realize that appearance attractive to the public creates patronage, necessary to support improved service?

In the same way, as a manufacturer you should see that the addition of a new item to your line requires not only production facilities, but sales effort as well.

National Advertising is the least expensive means of inviting patronage.

THE MOSS-CHASE CO., Niagara Life Building, Buffalo, N. Y.

MOSS-CHASE



Wanted— A Magazine or a Newspaper

A group of men, experienced and actually engaged in the publishing business, and with ample capital, want to buy a magazine or a newspaper.

There is no property too large for consideration, nor will smallness exclude attention.

This advertisement is designed to act as an introduction to some publisher, large or small, who would sell if he felt the price and principals were right, and would talk, in confidence, direct with the prospective purchasers.

Address: "President," Box 296,
Printers' Ink.

establishes on higher and higher standards, the common living, which is of itself translated into human possessions and human happiness. For instance, between 1900 and 1920, the census figures of the United States indicate these things:

Our population increased 40 per cent.

The volume of our food production increased 38 per cent.

So that our home food supplies are secure.

The volume production of our mines increased by 128 per cent, indicating an assuredness of supplies for our manufacturing industries.

The volume of our manufactured products in 1920 exceeded by 95 per cent the production of 1900.

Using these data as a basis we reach these conclusions.

Extending in mathematical ratio that increasing production in manufactured products indicates that in the twenty years of that industrial era we produced 1,000 per cent increase above the annual production level of 1900.

Deducting from that volume of manufactured products the articles of current consumption, such as food and clothing, we reach a conviction that, by 1920, there had accumulated such additions to articles of common use that the average individual of 1920 possessed three times the articles contributing to his necessities, conveniences and comforts that the individual of 1900 possessed. You may check this roughly by your own observation as to the recent enlarged introduction to general use of such conveniences as bathrooms, plumbing, electricity in various forms, telephones, phonographs, automobiles and a thousand other things.

MULTIPLIED EARNING POWER

Moreover, you will agree with me that in recent years, by the service of science and invention to industry, the earning power of every grade of man is greatly enlarged. The small percentage of men of superior directing ability, of extraordinary capacity to de-

3 to 5 Pages of Resident Educational Institution Advertisements

in EVERY ISSUE of The Messenger of the Sacred Heart bespeaks quality in its advertising influence, does it not?

OUR RECORD on general advertising in competition with the large seculars of women's subscription—i. e., frequent leadership on cost basis—cannot be gainsaid in the light of the documentary and oral evidence we have.

300,000 Guaranteed
(No Canvassers Employed)

Messenger of the Sacred Heart

"Heart and Soul Appeal"

154 Nassau St., New York, N. Y.
1208—105 West Monroe St.,
Chicago, Ill.

"WE DO"!



THIS IS OUR ANSWER
TO THE ADVERTISING
MANAGER WHO ASKS ~

**"DO YOU PROVIDE
DISTRIBUTION FOR
THE FILMS YOU MAKE
WHICH CARRIES YOUR
CLIENT'S MESSAGE TO
THE BETTER AUDIENCES
THROUGHOUT THE WHOLE
COUNTRY?"**

**BOSWORTH, DE FRENES
& FELTON
PRODUCERS AND DISTRIBUTORS
WILKES-BARRE, PA.**

Feb. 8, 1923

Feb. 8

velop and direct producing industries, has been made effective by many fold. Such men, by telephone and telegraph, the automobile, the fast train, the time and labor-saving devices of all kinds, and by the standardization of production which has followed chemical and engineering exactness, make their directing genius effective in a score of plants, where their fathers were confined to one.

Men of low mentality, formerly, because of their undesirability, often out of work half the year, and a burden on the community half of that, today find steady employment in the mechanical processes of large industry, doing a simple task, in the intricate process of assembly of such highly perfected production as the automobile, and earning the wage of skilled mechanics.

Between these two grades, and all along the line of relative ability the margin of productive service and of earning power has greatly enlarged in the last few years and therefore the contribu-

tion to national annual income and to national wealth is distinctly on the increase.

This constant increase in industrial production is, of itself, the convincing proof of buying power based on wide and equitable distribution of the earnings of production. The assurance of continued markets for an ever-increasing volume of these articles of human use, poured out through the large-scale production factories of America, rests on the buying power of innumerable consumers, which of itself is maintained by the margin of increasing earnings over consumption.

This clear tendency to annual increase is shown in its long-range view by this comparison:

The income per capita in the United States rose as follows:

1850	\$ 95
1870	174
1890	192
1900	332
1918	586

While the United States has led by its very adaptability to inven-



W.S.HILL Company

Complete ADVERTISING Service

Research
Merchandising Plans
Magazines
Newspapers
Painted Bulletins

Posters
Trade Paper Copy
Window and Store Display
Trade Mailing
House Organs

8 West 40th St
NEW YORK

Vandergrift Bldg
PITTSBURGH

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- 174
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- 332
- 586

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to invent-



110 Sources of Direct Mail Ideas

MANY a successful direct-mail piece has its beginning in so simple a thing as this: Phoning the nearest of the 110 Strathmore agents, and asking for dummies or paper suggestions.

In some cases, these paper suggestions prove to be direct-mail ideas in themselves; for, the paper and the fold supply interest sufficient. In other cases, the paper, as part of the artist's or typographer's picture, invests it with a distinctive touch. In every case, the paper sells the idea of quality.

Locate your nearest Strathmore agent. Call on him (better, have your printer do it) for a paper suggestion next time you plan a direct-mail piece.

STRATHMORE PAPER COMPANY
MITTINEAGUE, MASS., U. S. A.

STRATHMORE *Expressive Papers*



A Recipe for Success

ADD the genius of Rubens, Van Dyke, or Whistler to a square of canvas, some tubes of color, and a brush, and you have the recipe for a masterpiece.

Anybody can buy colors, canvas and brushes, but it requires the touch of genius to make the finished product of inestimable value. Without knowledge, experience, skill and inspiration, the working tools and materials are simply lifeless objects with a nominal market price.

The same thing is true of Printing as of Painting. The idea, itself, the skill, the *genius*, if you please, of the men who produce the piece of printed matter, be it an ordinary form or an elaborate catalog in many colors, determine whether it shall be "just another job," or a purposeful, effective, living thing which will draw favorable attention, create confidence, and stimulate action.

This is possibly the reason why this organization holds such a high place in the regard of the customers whom it has served for many years. It is also an important reason why you should become acquainted with us if you are not already using our services.

ROBERT SMITH COMPANY
LANSING, MICHIGAN

*Advertising Art Engraving Printing Lithographing
Electrotyping Binding*

tion and its very genius for large-scale production, the same tendency is visible throughout the world.

For exact comparison we have to use different dates in different countries, and particularly to avoid a miscalculation by the effect of war, but the best tables obtainable indicate this general trend in earning power, of the leading countries, prior to the war.

The annual per cent increase in per capita income was as follows:

	Per cent
United States	1890-1910 116
United Kingdom	1895-1914 21
France	1893-1913 21
Germany	1896-1913 52

If you will recall that the increase in national income—which means national earnings—is in these ratios of increase per capita, spread against the entire population, including those dependents who do not, themselves, produce, you will see a marvelous swelling tide of increasing contribution to world wealth which promises much for the future, especially as we realize that the quickening aid to earning power by continued discoveries in science and invention will be accelerated in the future even more than in the past.

ELIMINATION OF WASTE

Moreover, there is the great earning contribution possible in a more scientific and more just method of elimination of waste in production. Not alone the elimination of waste by the utilization of by-products through the service of science and chemistry, but the elimination of waste through such human errors as strikes and inadequate transportation, and frozen credits, all of them problems which, in spite of their increasing magnitude, are increasingly better understood and better met.

These figures and the trend they indicate should be kept in mind in any consideration of the war burdens, reparations and debts, which at present seem so stupendous, but which may be lifted under this swelling process of increasing earnings, with less distress than now seems possible.

**ATTENTION
SALES & ADV.
EXECUTIVES!**

**READY FOR
DISTRIBUTION—
—CATALOG OF**

450 SALES CARTOONS

A BOOK FULL OF SALES ACTION INSPIRATION — 450 CARTOON PICTURE TALKS— SOLD IN ELECTRO FORM FOR SALES LITERATURE USE — A MOST COMPLETE SALES CARTOON SERVICE.

PRICE \$1.00

TO BE CREDITED ON FIRST ORDER

FRANK W. HOPKINS, INC.
670 RUSH STREET, CHICAGO

The Billboard Weekly

AMERICA'S FOREMOST THEATRICAL DIGEST

Tell the World!

Sam Brown and Tom Smith both manufactured trunks.

They both turned out a good article, but Sam made a special point of telling the world about his trunks, and Sam cornered most of the trade.

*You've got to tell
people, or they
won't know.*

**WE TELL THE SHOW
WORLD**

NEW YORK

1493 BWAY. BRYANT 8470

CHICAGO | CINCINNATI

35 SO. DEARBORN 25 OPERA PL.

Feb. 8, 1923

But earning power, to be effective in the creation of articles of common use and in the additions to accumulations of national resources, in all its manifold forms, must be made effective through opportunities for employment. Industry itself must provide the opportunity to create and provide that opportunity wide enough and secure enough to provide its margin of saving, as well as current living requirement. And industry cannot function on that scale except with some stability in currencies, in which its contracts must be written, both for present and future performance. It needs also stability of Government policies which apply wise, and not destructive, taxation and, by care and protection, inspire ventures in productive enterprise, instead of stifling and discouraging those avenues of employment.

CONDITIONS MUST BE STABLE

There can be neither continuity of sound policies in Government, under the menace of possible war,

nor can there be stability in currencies with unbalanced budgets created by excessive expenditures for military preparedness, or by public services operated by the State without regard for income and expense. There can be no recovery under national financial policies which trade dishonestly upon the tradition of value inherent in money denomination associated with long use in daily living. Government, which itself assumes the sole authority for issuing the currency denominations on which not only its industrial life depends, but in which is recorded, through savings accounts, bonds, mortgages, and life insurance, the result of individual thrift and self-denial of its people, assumes a sacred responsibility. This trust has been violated in several countries of Europe with disastrous effect upon their peoples. There is a renewed confidence in human nature which follows the evidence that even in Austria and Germany there still remains an individual desire to work, and to save, in the

Why Valspar Will Be Advertised in HARDWARE AND METAL

VALENTINE & COMPANY, New York, manufacturers of Valspar, state, "Before determining upon HARDWARE AND METAL as an advertising medium, we canvassed the entire hardware trade of Canada, and the response favoring your paper was practically unanimous. "We received hundreds of letters, responses coming from every province in Canada, not from any one particular locality, and the composite reply can be summed up in a few words as follows:

"We are subscribers to HARDWARE AND METAL and have been for many years. We would not be without it."

"This will in a measure explain the contract you have just received."

Send for book entitled, "What the Canadian Hardware trade has to say regarding HARDWARE AND METAL."

Hardware - Metal

MEMBER A.B.C.

MEMBER A.B.P.

Canada's National Hardware Weekly Since 1888

143-153 University Ave., Toronto, Canada



Are You
Interested in Reaching Churches
Being Built, Remodelled and Equipped?

Each Monthly Bulletin
furnished exclusively to our advertisers, covers from one
to ten million dollars' worth of such activities.

It Pays to Advertise in
"The Expositor" reaching over 20,000 preachers each
month.

Sample copies and complete information upon request.

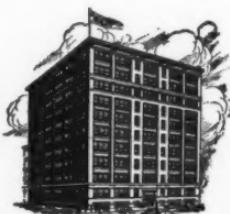
The Expositor

NEW YORK
17 West
Forty-second
Street

"Founded in 1899 by F. M. Barton"
Executive and Editorial Offices:
Caxton Bldg., Cleveland, Ohio

CHICAGO
203 South
Dearborn
Street

A Printer Is as Good as His Equipment Plus His Organization



One of the largest and most completely equipped printing plants in the United States

Our Equipment includes the latest and most efficient time-saving machinery—Linotypes, Monotypes, Color, and U. P. M. Presses, Type-casting Machines, and complete facilities for Binding and Mailing.

Our Organization is composed of men and women who are experts in their work, and who are intelligent enough to realize that your interests are as important as their pocketbooks. That guarantees Quality!

Our Plant is in operation day and night 12 months a year—constantly turning out work for firms all over the United States. That guarantees Delivery!

Our up-to-date labor-saving facilities and the efficiency of our management enable us to take advantage of every possible turn of the market and figure closely on materials. That guarantees a Fair Price.

Thus, we are right on Quality, Delivery and Price.

In addition, we offer you every possible help in obtaining catalogue compilers, advertising assistance, editors, copy-writers, and everything else necessary to the promotion, preparation, printing and mailing of your catalogue or publication.

*Specialists in the Art of Catalogue and Publication Printing
For More Than Thirty Years*

*Business methods and financial standing the highest
(Inquire Credit Agencies and First National Bank, Chicago, Ill.)*

Printing Products Corporation

Formerly ROGERS & HALL CO.

Executives:

LUTHER C. ROGERS, Chairman Board of Directors.
H. E. LAXMAN, President and Gen. Manager
H. J. WHITCOMB, Vice President, City and Country Publication Sales.
W. E. FREELAND, Secretary and Treasurer.
F. MACOMBE, City Catalogue Sales.
A. R. SCHULE, Country Catalogue Sales.

Catalogue and Publication Printers

Artists—Engravers—Electrotypers

Phone Local and Long Distance WABASH 3380

Polk and La Salle Streets - - - CHICAGO

face of currency policies which have destroyed completely the savings of previous generations.

In America we have, fortunately, resisted deliberate inflation and deliberate deflation of our currencies, and it is a matter of national pride that we have held measurably steady the stability of our dollar value to the physical possessions of our people, until today, other countries with sane and rigorous national financial policies are also approaching the gold parity measure which, on attainment, generally, in the world, will automatically eliminate many of the hazards existent today in world trade.

Of the countries of the world, Switzerland, Holland, Sweden, Japan, Canada, and the United States are today practically on the gold parity; while Great Britain is clearly within striking distance of that ultimate goal.

We may look forward with some confidence that, shortly, so much of the commercial world will be able to base its foreign commerce on the liquidation of exchange balances by the flow of gold metal in settlement, that hazards and menaces which of themselves restrict the volume of international trade, will measurably disappear, and with the consequent stimulation which inevitably follows.

However much America has fallen short of its full measure of influence which it might have exerted to shorten the period of world recovery, with all the avoidance of human distress and despair which that would have accomplished, America can at least take a certain measure of satisfaction in these things:

FINANCIAL POLICY SANE

We have pursued a sane financial policy, and, as far as human judgment could direct, we have avoided deliberate inflation and deliberate deflation, with the resultant human suffering which inevitably follows either one.

We have refused to allow the injection into the American social philosophy of the social panaceas so plausibly argued in Europe, and

Getting Student Trade Is Mainly a Matter of Knowing How

For a logical product to gain admission to the student market it is only necessary that its manufacturer advertise it in the student papers at the same time merchandising it in the right way. But in order to find this right way, a prerequisite is an intimate knowledge of all the necessities, customs, buying habits and oddities that enter into the commercial side of student life. This specialized knowledge we have—greater, we believe, in scope and in power to apply it than any other source in the country.

Ask for the COLLEGiate
SALESMAN, describing
all our activities and
listing all student papers.
Established 1913



COLLEGiate SPECIAL
ADVERTISING AGENCY, Inc.

503 5th Avenue, New York City
110 S. Wabash Avenue, Chicago

WE have a cor-
ner space with four
windows, 19 x 12½

To Rent

Suitable for any-
one allied with
the printing trade

Fitz Roy 1626

VREELAND PRESS INC
344-48 West 38th Street
NEW YORK

Feb. 8, 1923

so utterly ruinous in their actual demonstration, through the commission of Russia and the socialism of Austria and Germany.

We have intensified our devotion to that social and political philosophy of America under which our splendid national history has been written.

Our standard of living in America is the envy and despair of the world. It is based on something far deeper than possession of great natural resources or fortunate geographical position, and strikes its roots in the aggregate of individual efforts inspired by a social and political philosophy which lends itself to encouragement of individual effort.

Our theory of government is, primarily, to preserve fair play between individuals, believing that national progress, as also individual prosperity, is attained as the result of individual effort, stimulated by the sureness of reward for superior service, and security in enjoyment of that reward.

In our short national history, free of age-old prejudices and traditions, we have developed a theory of human relations and of government without precedent in the world, and under that theory the highest standard of common human comfort has been attained.

By adaptability to science and invention, by a readiness to develop large-scale production, we have achieved an industrial structure which places within the reach of all our people thousands of articles of common use, to an extent which other lands have not yet experienced.

By a fortunate combination of great natural resources and of native ingenuity and energy in translating them into human use, we have achieved a leadership in wealth and possessions and influence which entails a great and solemn responsibility. America, which entered the war with decisive effect, refused in the war settlements to accept any benefit or any reimbursement.

America, which has demon-

The KNIT GOODS GROUP

The Underwear & Hosiery Review

*Knitted Fabrics
Apparel*

*Sweater News
and Knitted Outerwear*

The Journals of the Knit Goods Trade

Published monthly
by

THE KNIT GOODS PUBLISHING CORPORATION

321 Broadway, New York, N.Y.

Successful Exporters

use the AMERICAN EXPORTER to carry their messages to buyers abroad. Here are some of the representative companies that placed advertising contracts last month for continuous space in the world's largest export journal:

- American National Co.**
Toledo, Ohio
- Baker R. & L. Co.**
Cleveland, Ohio
- Buffalo Forge Co.**
Buffalo, N. Y.
- Evinrude Motor Co.**
Milwaukee, Wis.
- Wm. L. Gilbert Clock Co.**
Winsted, Conn.
- Goulds Mfg. Co.**
Seneca Falls, N. Y.
- Greenfield Tap & Die Corp.**
Greenfield, Mass.
- Millers Falls Co.**
Millers Falls, Mass.
- McCray Refrigerator Co.**
Kendallville, Ind.
- Russell Burdsall & Ward, Bolt & Nut Co.**
Port Chester, N. Y.
- Sandusky Cement Company**
Cleveland, Ohio
- Standard Textile Products Co.**
New York City
- Star Mfg. Company**
Carpentersville, Ill.
- Stover Mfg. & Engine Co.**
Freeport, Ill.
- Stromberg-Carlson Telephone Mfg. Co.**
Rochester, N. Y.
- R. M. Wade & Co.**
Portland, Ore.
- Waverly Oil Works Co.**
Pittsburgh, Pa.
- J. H. Williams & Co.**
Brooklyn, N. Y.
- P. B. Yates Machine Co.**
Beloit, Wis.

It would pay you, too, to advertise in the

AMERICAN EXPORTER

The World's Largest Export Journal—Now in Its Forty-sixth Year
370 SEVENTH AVENUE

NEW YORK

Do You Remember?

If you come from a small town you remember the important part the local paper plays in upbuilding the community and in the lives of its citizens.

Close your eyes for a minute to the big city environment and imagine you are back in the little old home town.

If you had something to sell to the townsfolk and to the farmers and their wives in the vicinity, you advertised in the local paper.

You knew no other medium had one tithe of its influence, prestige and selling power in its field.

This holds true now.

The results secured in the old days from one small town paper can be increased proportionately today by the number of papers necessary to cover your larger merchandising field.

There's no guesswork about it. The papers are better, the towns bigger, and the purchasing power of the communities greatly increased.

The American Press Association has been dealing with country papers for forty years.

We know the country field and are the advertising representative of 7,500 of the best country newspapers covering the entire country.

We can obtain for you through our publishers the active support and cooperation of local dealers. You can profitably spend a percentage of every advertising appropriation in country newspaper space.

We will furnish estimates promptly to you or to your Advertising Agency upon request.

American Press Association COUNTRY NEWSPAPER HEADQUARTERS

*John H. Perry, President Wm. G. Brogan, Vice-President
Emmet Finley, Secretary-Treasurer*

New York

Chicago

San Francisco

stated thus that its great national wealth and power is not directed or dominated by national selfishness, will yet have a chance in some manner to extend its helpful influence in these problems of re-establishing conditions of peace. No great good would follow the dissipation of American aid through social and political systems which promise no effective improvement in response to that aid. But great good will come when the time arrives, as it surely will, when American aid can be extended to countries which have tried with utter failure those social and economic concepts which we know to be destructive of national progress. Unbalanced budgets, with resultant destructive taxation and depreciated currencies, undue military preparedness, which lifts men from productive enterprise into the shadow of war's menace, must be replaced by saner policies that carry some assurance of national recovery.

Fyffe Agency Changes Name

The firm of Norman A. Fyffe Company, New York advertising agency, has incorporated under the name of the Fyffe & Bond Corporation with Norman A. Fyffe as president and Willard H. Bond as vice-president and treasurer.

This agency is now handling the advertising campaign for Silk Week, March 5-10, termed the "National Exposition of Everything in Silk" for the Silk Association of America and the Silk Travelers Association.

National Campaign for Kenney Shower-baths

Class and trade publications will be used by the Kenney-Cutting Products Corporation, New York, to nationally advertise its Kenney portable and stationary shower-baths. In addition the company also will use newspapers in a territorial sales campaign. This account has been placed with Redfield, Fisher & Wallace, Inc. advertising agency, New York.

A. J. Collins Joins Snodgrass & Gayness Agency

Andrew J. Collins has joined the staff of Snodgrass & Gayness, Inc., advertising agency, New York, as an account executive. Recently he had been advertising manager of the Ajax Rubber Company, Inc., of the same city.



**Charles Henry
Mackintosh**

International President of the Associated Advertising Clubs of the World, 1921-1922, and past President of the International Direct-Mail Association, has visited nearly every Advertising Club in America and given 450 talks before clubs, conventions, etc. As an outgrowth of this remarkable experience, he has written an inspiring and practical book

CREATIVE SELLING

Every man's success, in any profession, depends upon *selling* — getting ideas across to the other man whether he be customer or employer or client or anyone else. From this conception Mr. Mackintosh develops a book which shows simply and clearly how, through clear thinking and convincing expression, to make others think as you do.

To Sell Your Product

To Sell Your Ideas

To Sell Yourself

you must base your presentation upon the seven keys of selling which are explained with so much authority and common sense in this volume. Advertising men will know the constructive value to expect in a book by Mr. Mackintosh.

At All Booksellers, \$1.50

Send for Catalog of New Books

**D. APPLETON & CO.
35 W. 32nd St., New York**

Keen Advertising Man Available

An advertising manager, at present employed, is open for a new connection.

Has unusual ability as result of long and remarkable experience with large businesses, railroads and organizations having a public relations policy to work out.

Has special fitness for educational promotion of public opinion and broad campaign work through the daily press.

A writer of exact and forceful English and a convincing public speaker. Author of many standard text-books.

Graduate of Columbia University, New York. Widely traveled throughout countries transacting business with the United States.

A wise publicity counsellor, indefatigable worker and one loyal to his connections.

Not a youngster, but a thoroughly experienced man accustomed to substantial compensation for more than ordinarily intelligent and useful work.

I write this advertisement as a friend, sorry to lose present contact with him, but knowing I cannot say enough in type about his services, which will be exceedingly valuable somewhere.

Inquiries invited.

Address "B. R." Box 289,
care of PRINTERS' INK.

New Account for Jacksonville Agency

The Sawyer Specialty Scales Company, Inc., Jacksonville, Fla., manufacturer of a new scale for the automatic and accurate filling of barrels, has placed its account with the Thompson-Riddick Company, advertising agency of that city. Trade publications reaching industries having barrel-filling operations will be used. A campaign covering the petroleum industry will be released during the next thirty days.

L. D. Ely, Vice-President, Siren Mills Corporation

L. D. Ely has become associated with the Siren Mills Corporation, Chicago. "Siren" chocolate products, as vice-president. For the last seven years he was general sales manager of the Toy Tinkers, Evanston, Ill., and before that he was advertising manager of Bunte Brothers, candy manufacturers of Chicago.

H. A. Stretch Joins Payne, Burns & Smith

H. A. Stretch, recently with the national advertising department of the New York *Herald and Sun*, has joined the staff of Payne, Burns & Smith, newspaper representatives, New York. Mr. Stretch was at one time advertising manager of the Detroit *Journal*.

Will Advertise Briarcliff Lodge to Golfers

Briarcliff Lodge Hotel, Inc., Briarcliff, N. Y., will conduct an advertising campaign in New York newspapers and golf and class publications. This account has been placed with the W. S. Hill Company, advertising agency, New York.

Marie H. Gould Starts Advertising Business

Marie H. Gould, formerly advertising mail-order manager of R. H. Macy & Company, New York department store, has started an advertising business at New York, specializing in direct-mail service.

W. H. Bertenshaw, Jr., Leaves "Hardware Age"

W. H. Bertenshaw, Jr., for the last three years with the sales promotion department of *Hardware Age*, New York, has resigned.

Chicago Publication Changes Page Size

The *National Cleaner & Dyer*, Chicago, has adopted a 9x12-inch size over all and a 7x10-inch type page.

Jacksonville

Scales Com-
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Our Public Accountants

Their Necessary Service to Progressive Business

No practice in Business is so necessary to logical and safe progress—the keynote of industry today—as that of the Public Accountants.

Organization, System, Method, Control, irresistible factors which determine the value of success, depend upon their service.

Theirs the power to make figures talk, telling of *things as they are*. They the guides, and the guards, to progressive action. Thru their efforts, Ignorance, Gamble and Guess are eliminated; Mistakes, Inefficiency and Waste disappear; Profit is assured, and Loss prevented.

The cornerstone of Credit is their *Complete Audit*.

Their monthly *Balance Sheets* and *Operating Statements*, and above all, their *Business Budget*, are the safeguards against Over-Production, Over-Expansion and Over-Expenditure.

They have made *Cost Accounting* a science—and absolutely necessary to manufacturing success.

Inventory troubles are cleared by their simple *Systems*.

Sales Promotion is blind without their *Scientific Market Analysis*.

Tax Problems seem to settle themselves thru their practical knowledge of the law and their understanding of figures.

While their *Business Graphics* put before the executive a moving picture of his business activities.

ERNST & ERNST

AUDITS — SYSTEMS
TAX SERVICE

NEW YORK
PHILADELPHIA
BOSTON
PROVIDENCE
WASHINGTON

CHICAGO
MINNEAPOLIS
ST. PAUL
ST. LOUIS
KANSAS CITY

CLEVELAND
BUFFALO
PITTSBURGH
DETROIT
CINCINNATI

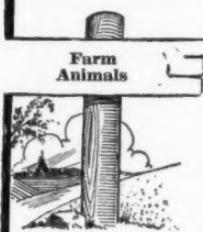
INDIANAPOLIS
TOLEDO
ATLANTA
RICHMOND
CINCINNATI

NEW ORLEANS
DALLAS
FORT WORTH
HOUSTON
DENVER

Feb. 8, 1923

Vermont Leads In Farm Animals

Vermont has 421,000 dairy cattle; nearly as many as the next two New England States put together. Vermont's cows are continuous wealth producers near populous markets. Their milk competes with no rival product as a food necessity.



*Signposts
of
Buying
Power
No. 4.*

Vermont turkeys lead in every market.

Vermont has 42 million dollars invested in livestock—leads New England.

Vermont farm animals and fowls are steady income producers, not exceeded in reliability by any mines, quarries, or factories.

Put Vermont on that advertising schedule that must connect with steady, year-'round patronage.

Vermont Allied Dailies

Barre Times Brattleboro Reformer Bennington Banner
 Burlington Free Press Rutland Herald
 St. Johnsbury Caledonian-Record

Bradford Dyers' "Service Marks" Get Trade-Mark Registration

Commissioner of Patents Makes Interesting Ruling—Other Important Trade-Mark Decisions

By Chauncey P. Carter

AMONG the recent decisions of the Commissioner of Patents in trade-mark cases, there are several of unusual interest to advertisers. Chief among these is that allowing the Bradford Dyers' Association, of Bradford, England, to register a trade-mark used to identify fabrics dyed by it, but admittedly not bought or sold or at any time owned by the association.

The Bradford Dyers' Association, Ltd., was established in 1898, and is capitalized at about \$25,000,000. It controls thirty-seven plants engaged in dyeing and finishing piece goods, one of which also mercerizes and dyes hanks, warps, and yarns. It employs approximately 10,000 hands, and dyes and finishes in the course of a year to suit the varying requirements of all the world's markets about a half billion dollars' worth of goods. The association claims to be a pioneer in what is termed "selvedge stamping," i. e., the placing of distinguishing marks at frequent intervals on the selvedge of cloth instead of merely at the ends, where it is eliminated after the first sale to a customer.

Its principal mark consists in the letters: "B. D. A." but it controls the use of several hundred brand names through contractual arrangements with export merchants and it also owns and uses certain brand names to distinguish different finishes and constructions, etc., each of these brand names being ordinarily restricted in use to the output of a single factory. However, these brand names signify a certain finish or construction rather than the output of any given factory and if the demand for goods bearing a certain brand is such as to overtax the factory where those

goods are ordinarily made and it is possible to turn out goods of the same design and finish and of equal quality at another plant, this is done and the same brand applied to the output of both factories.

The association has developed a textile research and technical department the announced purpose of which is "to control the construction of cloths from the spinning to the manufactured state, so that such construction will co-ordinate with our dyeing and finishing processes, with the object of obtaining results in dyed textiles that have never before been achieved." Goods made under the direction of this department may bear special stamps attesting to their excellency or standard of manufacture.

WHY REGISTRATION IN UNITED STATES WAS REFUSED

The marks owned or controlled by the association have been the subject of almost 3,000 registrations divided among all the civilized countries of the world. It was, therefore, of no little moment to the association to be refused registration of its trademark in the United States, one of its principal markets, on the ground that our law does not permit the registration of so-called service marks, in particular a mark not used in commerce by the owner. Naturally, the decision of the Examiner of Trade-marks was appealed to the Commissioner of Patents who admittedly was most sympathetic with the claim of the applicant and exerted himself to find legal justification for the registration denied by the Examiner.

The Examiner, however, showed that the Commissioner himself had previously refused regis-

Feb. 8, 1923

Feb. 8,

tion to marks placed on carpets by cleaners, placed on insurance policies by the writers thereof, placed on laundry by launderers, and placed on mortgages by the sellers thereof. It was not difficult, however, for the Commissioner to waive aside the mortgage and insurance cases since the chief basis of objection in these was the lack of commerce in "goods, wares, or merchandise." Likewise, the laundry and carpet cleaning cases were distinguished from the case at bar by the fact that these goods were not in the channels of commerce at the time of or after the cleaning or laundering process.

Having bowled over the chief precedents against registration, the Commissioner then fortified his decision permitting registration by reference to a State court decision wherein the Court was apparently willing to protect from infringement a mark of one who took fabrics woven by others and stamped them and by reference to an old English case upholding a

mark for bleaching, under substantially the same circumstances as those surrounding the Bradford Dyers' case. As the Commissioner's decision is favorable to the applicant, there will, of course, be no appeal, and until the question comes before the Courts and unless it is then decided adversely, it will be possible to obtain registration in the Patent Office of marks indicative of service rendered in the course of manufacture of goods subsequently placed in the channels of commerce over which the Federal Government has jurisdiction, notwithstanding such marks are owned and affixed by service agencies that do not at any time own or trade in the marked goods.

INTERPRETING LAW OF 1920

Two decisions interpreting the trade-mark law of 1920 are of timely interest owing to the many ambiguities of that law. The first involved the right of the Jackson & Gutman Co., to register as a trade-mark for negligee shirts

Boston Globe First

During 1922 the **Boston Globe** printed **575,082** Want and Classified advertisements, more than double the number printed in the next three Boston papers (having Daily and Sunday editions).

Write to Advertising Manager, Boston Globe, for information about the Boston territory.

**The Globe Should Be
First on Your Boston List**

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THE timber wealth of the Pacific Northwest is so vast as to be almost beyond human conception.

The stand of marketable timber in Oregon and Washington is more than 825 BILLION BOARD FEET.

Of this, more than 490 billions is in Oregon alone.

It has a potential worth of \$6,750,000,000, and brings to Oregon an annual income of approximately \$100,000,000.

The lumber industry of Oregon employs 45,000 people, with a payroll of \$70,000,000.

YOU can share in the great wealth created by this tremendous lumber industry. The Oregon Journal will put you in touch with YOUR market in the Pacific Northwest.

Write Today for Data

Oregon Journal
DAILY
WEEKLY
SUNDAY
MORNING
EDITION
PORTLAND, OREGON.

Eastern and Coast Representatives:

Benjamin & Kentnor
22 Mollers Bldg., Chicago
22 Fifth Ave., New York

M. C. Mogensen & Co.
Examiner Bldg., San Francisco
Title Insurance Bldg., Los Angeles
Securities Bldg., Seattle



**Largest Afternoon Newspaper
In the Northwest**

Feb. 8, 1923

Los Angeles Advertising For Year 1922

Percentage of total advertising, local and national, as carried by each of the 5 Los Angeles newspapers.

Display Advertising	Times	Examiner	Express	Herald	Record
Agricultural	59.26	8.12	6.78	21.82	4.02
Autos and Accessories	32.26	26.60	18.63	18.36	4.15
Amusements	20.72	25.55	17.83	17.63	18.27
Banks and Financials	41.48	22.69	20.39	12.36	3.08
Books and Publishers	51.62	29.10	2.42	10.09	6.77
Cafes	19.92	25.45	15.34	26.36	12.93
Churches	37.17	20.68	30.84	7.77	3.54
Cloaks and Suits	19.36	22.66	15.24	34.92	7.82
Dentists	25.87	33.57	10.61	20.39	9.56
Department Stores	26.30	4.30	31.96	20.00	17.44
Druggists	17.98	21.11	16.82	30.98	13.11
Foodstuffs	21.29	22.49	16.92	25.68	13.62
Furniture and House Furn.	27.70	19.14	19.21	28.14	5.81
Hardware and Electric	33.77	27.07	11.45	21.00	6.71
Hotels and Resorts	45.64	25.76	10.43	11.84	6.33
Jewelers and Opticians	30.85	18.86	22.74	23.66	3.89
Medical	39.78	18.25	6.80	24.70	10.47
Men's Clothing	21.32	23.25	19.11	23.34	12.98
Miscellaneous	31.32	17.42	18.12	16.72	16.42
Musical Instruments	27.66	29.96	21.41	16.96	4.01
Office Equipment	51.31	25.79	5.56	12.63	4.71
Proprietary Articles	26.12	35.05	9.36	22.27	7.20
Real Estate	30.55	27.80	13.23	21.39	7.03
Schools, Etc.	33.17	22.05	19.77	12.28	12.73
Shoes	25.19	14.84	23.27	25.99	10.71
Sporting Goods	35.21	5.93	14.85	40.84	3.17
Tobacco	23.47	32.73	6.12	25.62	12.06
Transportation	32.79	27.45	16.39	15.33	8.04
Annual (Edition)			100.00		
Foreign Readers	55.51	18.09	12.06	4.16	10.18
Classified Advertising	39.64	30.44	9.69	17.72	2.51
Total Advertising	81.28	22.70	17.26	20.37	8.39

THE TIMES leads in 16 classifications

Herald leads in 8 classifications

Examiner leads in 5 classifications

Express leads in 1 classification

Los Angeles Times

Eastern Representative: Williams, Lawrence & Cresmer Co.,
Harris Trust Building, Chicago—225 Fifth Avenue, New York.

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the name "Dunlap," disposed horizontally and lengthwise within and conforming in shape to a four-sided geometrical figure having the shape of a double-concave lens. The application was opposed by Dunlap & Co. on the ground that the mark consists merely in their name and is, therefore, unregistrable under the 1905 law. This opposition was dismissed by the Examiner in charge on the ground that the mark was not merely the name "Dunlap" and from this decision Dunlap & Co. appealed to the Commissioner.

In upholding the appeal and deciding the mark applied for to be unregistrable under the 1905 or principal trade-mark law, the Commissioner said that although prior to the enactment of the 1920 trade-mark law (which permits registration of most any kind of mark that is not registrable under the 1905 law) there was developed "a commendable practice of leniency in the office and some marks involving almost as simple subterfuges as the present were registered," since the enactment of the 1920 law there is no longer any necessity for this leniency designed to attract the greatest number of marks to the register, and the practice must be abandoned.

In the absence of appeal, this means that the users of trademarks that consist merely in a surname or firm name with slight embellishments must be content with registration under the 1920 law (such registrations not being *prima facie* evidence of ownership) and will be denied registration under the principal law.

The other decision affecting the law of 1920 was in connection with an application of the American Paint Works for registration of their trade-mark "Climatic" under that law. Eight or nine years ago the American Paint Works applied for registration of this mark under the only law then existing, the 1905 law, which prohibits registration of trade-marks that are descriptive of the goods to which they are applied. This application was opposed by the

Advertising Manager

ONE of our clients, a large manufacturing concern of international scope, has instructed us to secure for them a resident advertising manager for a permanent position in Holland.

To be eligible for consideration applicant should possess substantially the qualifications listed below:

Age: About 35 with a degree of maturity greater, if possible, than is usual at that age.

Experience: A record of successful attainment in advertising a household commodity. Should have held similar position and be capable of directing advertising along national lines.

Nationality: Either a native of Holland or someone thoroughly familiar with the Dutch language and customs.

Personal Qualifications:

1. Imagination which will help him visualize the situations which will present themselves.
2. Initiative and resourcefulness which will make it possible for him to grasp and solve the problems involved.
3. Executive ability which will enable him to make prompt decisions and to carry through an effective policy in a practical manner.
4. Tact, co-operative spirit and adaptability which will insure his making good with his associates.

To the successful candidate the opportunity is offered of becoming associated with an institution of international reputation, manufacturing a commodity of universal consumption—an institution whose requirements are exacting but whose policies are liberal and recognition of results substantial.

Applications giving full particulars, including salary desired, should be sent by letter only to

H. A. HOPF AND COMPANY
Forty Rector Street, New York

Lincoln Paint & Color Co., on the ground that "Climatic" is descriptive of paints and, therefore, unregistrable. In support of this contention, the Lincoln Paint & Color Co. showed that it had for some time marketed a "Lincoln Climatic" paint. The Commissioner of Patents held that "Climatic" was not descriptive of paint and the case went to the Court of Appeals of the District of Columbia, which upheld the contention of the Lincoln Paint & Color Co. and denied registration to the American Paint Works.

That settled the matter until the enactment of the 1920 trade-mark law, under which descriptive trade-marks are registrable. As there are no opposition proceedings provided for in connection with applications under the 1920 Act, the American Paint Works had no difficulty in obtaining registration of "Climatic" under that law. Application for cancellation of this registration was promptly applied for by the Lincoln Paint & Color Co. This ap-

plication presented the interesting question of whether the use of a descriptive word by one firm could prevent the registration of that particular descriptive word under the 1920 law by a competitor. In deciding this question in the affirmative, the Commissioner has read "the rule of reason" into the 1920 trade-mark law, heretofore considered susceptible of promoting all kinds of unfair competition. Whether or not the American Paint Works will again ask the Court of Appeals to pass on their rights and, if so, whether that Court will uphold the "rule of reason" remains to be seen.

A CASE OF PRIORITY

The owners of the "Del Monte" brand received a setback from the Commissioner in connection with their attempt to prevent one Halferty from registering as trade-marks for canned salmon five trade-marks each consisting of a colored band one-half inch in width extending from one end of the label to the other, the marks



Mister A. B. See is reported to have said: "If I had my way I would burn down all the women's colleges in the country."

If we had our way we would like to fire the enthusiasm of Mr. See and every other manufacturer.

We'd like to make them realize that the circulation of the Citizen is largely limited to women readers who not only buy liberally themselves but inspire the purchases of others.

P. S. Some of them even own Elevators.

*For space and rates address
Advertising Manager*

The WOMAN CITIZEN

171 Madison Avenue, New York

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Reaches the ENTIRE Trade at One-Fourth the Cost



HERE are about 40,000 rated farm implement dealers, big and little, in the United States. To reach these dealers with a single full-page message, using the subscription trade journals, would cost \$860. A full page advertisement in Farm Equipment Merchandising costs only \$200. Yet Farm Equipment Merchandising, succeeding Implement & Tractor Age, reaches every worthwhile dealer in the United States—and does it without waste.

Farm Equipment Merchandising

100% Coverage—National or Sectional

The editorial excellence of Farm Equipment Merchandising is assured under the able direction of E. E. Whaley, for ten years publisher of the Implement & Tractor Age. He will be supported by a strong staff, especially trained in the farm implement field.

No matter what implement trade journals you may now be using, Farm Equipment Merchandising deserves a place on your list. It is the only medium with which you can reach ALL the responsible implement dealers. Sectional editions permit equally intensive cultivation of limited areas.

Write today for distribution analysis, regional map and rate card.

Farm Equipment Merchandising

George H. Meyers
14 W. Washington St.
Tel. Central 6557
Chicago, Ill.

Suite 30, Kelly Bldg.
Springfield, Ohio

George A. Brown
347 Fifth Ave.
Tel. Murray Hill 9070
New York City

Feb. 8, 1921

Wanted

A man with an imagination who can write better than average advertising copy. This man may be working now for a successful advertising agency, or on the staff of a newspaper or magazine.

If he feels that his advancement is circumscribed in his present connection, one of the largest publishers in the United States offers him an opportunity where his growth will be limited only by himself. The essential requirements are the ability to write well, and to absorb the ideas of others when they are better than his own.

A letter stating his age, qualifications and experience will be held in strict confidence.

Address "F. A.," Box 393, Printers' Ink

differing only as to the colors employed which are respectively, pink, gold, silver, red, and white. The California Packing Company showed that it has for some fifteen years employed the words "Gold Bar" on a golden colored label and the word "Silver Bar" on a silver colored label as trademarks for various canned food-stuffs *not including salmon*. The commencement of this use was considerably prior to the commencement of use of the Halferty marks. Since the use of the Halferty marks had commenced, Del Monte had extended the use of its marks to canned salmon.

In considering the appeal of the California Packing Company from the dismissal of its opposition by the Examiner of Interferences, the Commissioner made the rather interesting statement that the labels of the two parties are "readily distinguishable to a public which has been trained to distinguish between the 'Stars and Bars' and the 'Stars and Stripes'" and further held, rather naively, that inasmuch as the California Packing Corporation had used its marks for a period of fifteen years on goods other than canned salmon without extending its use to canned salmon which it packed and sold under other brands during all that time, it seemed logical to surmise that any right there may have been to extend its use to canned salmon had long since been forfeited and could hardly be revived by applying the marks to canned salmon after Halferty had entered the field with conflicting marks.

"Evangeline" candy was the subject-matter of an appeal to the Commissioner by the Williams Evangeline Confection Co. after the Examiner held that neither that company nor the U. R. S. Candy Stores, Inc., had any right to the registration of same. The case arose out of an application of the U. R. S. Company for registration of the word which was opposed by the Williams Evangeline Co. While the latter was enabled to show earlier use than the U. R. S. Company, that com-

One-eighth interest (125 shares, par value \$100) in J. Roland Kay Co., "International" advertising agency, at big sacrifice for quick sale. Especially valuable to advertisers doing export business, or agencies desiring to protect interests of clients abroad.

For full particulars, reasons for sale, protective value of stock, etc., write in confidence—

Irvin F. Paschall
McCormick Building
CHICAGO

WANTED Sales Executive

Man to employ, train and direct salesmen for one of the largest manufacturers of household electrical specialties in America. Must also be capable of handling crews selling to consumers. Applicants must have broad experience in specialty sales work. Salary and expenses. Give age and full particulars in first letter, which will be treated in strict confidence. Excellent opportunity for right man. Address "P. C.," Box 264, Printers' Ink.

Feb. 8, 1923

pany brought out that it had an agreement with Fuerst & Kramer, Ltd., permitting it to use the mark and that Fuerst & Kramer, Ltd., had use prior to anyone. In the appeal, the Williams Evangeline Co., did not contest the award of priority to Fuerst & Kramer, Ltd., but maintained that inasmuch as Fuerst & Kramer applied the mark only to a certain ten-cent package of candy, they could not be said to have used the word as a trade-mark to identify candy manufactured by Fuerst & Kramer but had only used the word as a "grade-mark" to identify a certain kind, grade, type or quality of candy. Moreover, said the Williams Evangeline Co., the agreement between the U. R. S. Company, and Fuerst & Kramer, since it did not operate to transfer the mark to the former, must be held to constitute an abandonment of the mark by the latter.

From each of these contentions, the Commissioner dissented, holding that while the word may have been used only on a certain kind

of candy, it nevertheless was used as a trade-mark and that inasmuch as the agreement referred to did not prohibit the Fuerst & Kramer Co. from continuing to use the mark and since it was shown that the said company had in fact continued to use the mark after the signing of the agreement, it could hardly be said to have abandoned its rights in the same. The decision of the Examiner was, therefore, affirmed.

Trade-Marked Castings Advertised

The Scullin Steel Company is using business-paper space to familiarize buyers with its trade-mark, a double "S" in a circle. "Every casting made by Scullin Steel Co. bears this mark. It stands for the best product the company knows how to make. Its presence on a casting is a guarantee of quality," the copy says.

Winthrop Hoyt Joins "American Agriculturist"

Winthrop Hoyt, formerly with *Harper's Bazar*, New York, has joined the advertising staff of the *American Agriculturist*, also of New York.

Danville, Virginia

has a prosperous industrial population of

75,000

In its trading area covered exclusively by the

Register - Bee

Morning—Sunday—Evening

(Effective Feb. 1st, 1923)

Chas. H. Eddy Co.

National Advertising Representative

Chicago
Peoples Gas Bldg.

New York
Fifth Ave. Bldg.

Boston
Old South Bldg.

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OVERSUBSCRIBED

THE DIAL

152 West 13th Street, New York

Oct. 20th, 1922

Dear Subscriber:

The demand for The Dial for October has far exceeded our expectations. The result is that we still have a thousand subscribers who have not received this issue. We will be glad to extend your subscription to The Dial two months beyond its present date of expiration if you will return us your October Dial so we can pass it on to another reader. In returning your copy. . etc.

Very truly yours,

THE DIAL PUBLISHING CO.

The above note addressed by The Dial to its subscribers tells its own story. The October issue was oversubscribed by fully 1500 copies. From a printing of 12,000 copies, The Dial can claim the unusual circumstance of having a net paid circulation of 13,500 copies on its October issue. Despite an increase in the printing order by 2500 copies, the November issue was also oversubscribed, and many new subscribers had to await newsstands returns to get their copies. The printing on the December issue was increased to 17,000 copies and on the January to 18,000 copies. The Dial has gained more than 40% on its net paid circulation in the past 90 days.

THE DIAL

152 West 13th Street New York City

Mrs. M. B. Kirkland, Advertising Manager, 152 West 13th Street, New York City.

Mark Selsor, Western Representative, 805 Caxton Building, Chicago, Illinois

Blanchard-Nichols-Coleman, Pacific Coast Representative, 104 Union Bank Building, Los Angeles, Cal.



Prestige Is a By-Product of Advertising

WHEN the advertising is right, sales will result. If the product is worth-while, prestige and word-of-mouth advertising will follow.

In his interesting story in January Printers' Ink Monthly, Mr. H. T. Pinkham, president of Pinkham Associates, Inc., Portland, Me., says, "We have had to make our advertising pay as we go along."

That means that his advertising is pulling enough orders by mail on high grade rugs—generally considered slow moving merchandise—to pay for itself. Increasing good will and prestige are his for nothing.

Incidentally, the Pinkham advertising is increasing sales thru dealers. That, also, is gratis.

It has been the privilege of this organization to co-operate closely with the Pinkham Associates in *making* their advertising pay.

We will be glad to hear from other advertisers who feel that they must or should make their advertising pay as they "go along"—that sales come *first*, and that prestige is a profitable by-product.



There is a thriving native industry "down East"—the hand braiding of old-fashioned rugs. Thru the efforts of Mr. H. T. Pinkham this industry has been developed into a co-operative business under the name of Pinkham Associates, Inc.

Read the fascinating story of this unique enterprise in Mr. Pinkham's article, "My Factory Is Located in 600 Homes," in January "Printers' Ink Monthly."

The Capital Advertising Co. of New York, Inc.

120 WEST FORTY-SECOND STREET, NEW YORK
WASHINGTON, D. C., *The Munsey Building*

L. S. BARR
President

C. J. CUTAJAR
V. P. and Gen'l Mgr.

W. L. BANNING
V. P. and Treas.

G. G. PROVOST
V. P. and Sec'y

New Advertising Art Service Formed

Robert J. Davison, recently vice-president of the J. R. Mayers Company, Inc., dealer helps, New York, and at one time art director of the Federal Advertising Agency, Inc., New York, and Nicola Gioncola, formerly with the art departments of the Federal Advertising Agency, Inc., and the *Dry Goods Economist*, New York, have formed an advertising art service under the name of the Davison-Gioncola Company, New York, and will specialize in dealer helps and display material.

Maas Carbonator in Business Paper Campaign

The Maas automatic soda fountain and the Thomas gas guard, for gas drums, are being advertised in a campaign which the Maas Carbonator Company, Milwaukee, Wis., is placing direct. Drug, confectionery and soda fountain publications are being used.

The Maas Carbonator Company, through H. E. Hartstein, informs *Printer's Ink* that its business, which is international, has been developed solely by advertising.

Brinton Carrigan Joins La Porte & Austin

Brinton Carrigan has become associated with La Porte & Austin, advertising agency, New York, succeeding Vincent P. La Porte, who has withdrawn from the firm.

Mr. Carrigan had been vice-president of Goldman-Carrigan, Inc., New York advertising agency, and at one time was advertising manager of the Gillespie-Eden Corporation and Thomas A. Edison, Inc.

C. W. Mears Opens Cleveland Office

Charles W. Mears has opened an office at Cleveland as a counselor in marketing. Mr. Mears formerly was with the Mears-Richardson-Briggs Company, now the Richardson-Briggs Company, Cleveland advertising agency.

Tool Account for M. W. Sohn

The Universal Tool Company, Garwood, N. J., manufacturer of automobile cylinder reborning and honing tools, piston grinders and bearing rebabbitting equipment, has placed its advertising account with Monte W. Sohn, New York.

"Van Heusen" Appointment

George Hotte, formerly assistant sales manager of the Martin-Parry Corporation, York, Pa., has joined the Phillips-Jones Corporation, New York, "Van Heusen" collars, as assistant to Joseph Ewing, general sales manager.

Opportunity for Advertising Salesman on Leading Technical Paper

ONE of the strongest technical publications, an acknowledged leader in its field, wants a man to sell its advertising in Michigan and Western New York and Pennsylvania.

An exceptional opportunity for the salesman big enough for the job. If you think you have the qualifications, write in full, sending references and photograph to

**"G. B." Box 295
c/o Printers' Ink**

CAPITAL plus BRAINS WANTED

High Class Publishing Firm, exploiting an old idea in a new field, sponsored by one of the strongest Trade Associations in the country, is seeking the services of a man, who can invest \$15,000. These Funds are desired for the purpose of bringing to a successful end a selling campaign which has already met with great success. A substantial return on the investment in addition to a fair sized salary can be assured.

Address "L. E.," Box 282, P. I.

Wanted: A Rotogravure Salesman on the Pacific Coast

—A man sufficiently experienced in the rotogravure process to create sales and take care of details preliminary to actually getting copy into the plant which will be 300 miles from this territory.

—A man who is willing and anxious to make a sacrifice to join a young and growing Pacific Coast organization that promises a future.

He will be put on a drawing account and commission basis, in a territory where the opportunities for large rotogravure printing jobs are unlimited—where considerable sales promotion work has already been done—where creative selling from the organization will bring him large returns and a future.

Address

**"W. M.," BOX 288, CARE OF
PRINTERS' INK**

How Calumet Gained Support of 2,600 Wholesale Grocers

(Continued from page 8)

worth of Calumet baking powder was sold in that region following the visits of demonstrating crews. Pacific Coast jobbers, with the work of the manufacturer's salesmen as a nucleus, are now making big sales.

The company now is invading the East on the same basis. Within a short time it expects to have several hundred demonstrators at work in New York City and probably will keep them busy there for two or three years. It hopes and expects that Eastern jobbers will get lined up as have those in the Central West and West.

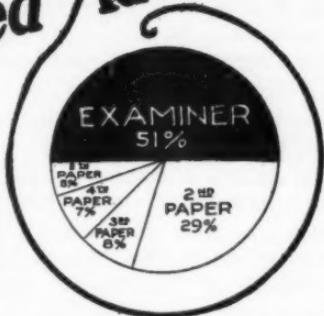
The Calumet company is adding largely to jobber good-will through the use of selling helps for the latter's specific use. There has been much said and done about selling helps for the retailer and very properly so. But the Calumet idea is if the jobber is such an important unit in the distribution of a product, then he ought to be cultivated and helped in every possible way. His salesmen, although probably of a somewhat higher grade, are made out of flesh and blood just the same as those in the retail store. If retail store clerks are receptive to manufacturers' selling helps, then the same thing is true of those in the wholesale house.

The company has a magazine known as "Sales Sense" which is devoted to a full showing of specific details of the fine art of selling. Three times a year a special jobber's issue of this is sent individually to all jobbers on the company's list and their salesmen. It is full of stimulating sales suggestions with particular reference to the needs of the present.

At the beginning of this year Mr. Bell wrote a letter to all jobbers handling his baking powder offering some business-boosting printed matter free of charge. One piece is an inspirational set-

The Examiner in San Francisco Overwhelmingly Leads in Classified Advertising

During 1922 the San Francisco Examiner carried 5,306,686 lines of Classified Advertising.



—Which was more than that carried by the Chronicle, Bulletin, Call-Post and News combined!

—2,322,152 lines more than was carried by its closest competitor.

—3,294,242 lines more than was printed by all evening newspapers combined.

Further evidence of the San Francisco Examiner's Want Ad supremacy is reflected in the remarkable gain of 377,874 lines of Classified Advertising during 1922 over 1921.

—three times greater than the combined gains made by all other San Francisco newspapers.

	1922	1921	Gain
The Examiner	5,306,686	4,928,812	377,874
Second Paper	2,984,534	2,833,664	100,870
Third Paper	700,574	688,058	12,516
Fourth Paper	789,026	795,788	*6,762
Fifth Paper	522,844	513,352	9,492

*Indicates loss.

To carry such a tremendous volume of Want Ads in excess of all other San Francisco newspapers shows conclusively that The Examiner successfully serves the wants and offers of the greatest number of people—

—again emphasizing that in San Francisco

"There Is No Substitute for Circulation"

San Francisco Examiner
Monarch of the Press
W. W. CHEW
1819 Broadway, New York

W. H. WILSON
Hearst Bldg., Chicago

WANTED

Writer of PLAIN, HUMAN Advertising

- who would like to tackle and master the writing of advertising copy for a firm which mails nine million letters, booklets and folders per year to the business and professional men of America;
- who wishes to receive what he is worth, no matter what the figure may be;
- who would enjoy a happy business family to work in; and a city of small size to live in;
- who would like to be one of a young personnel with vision, progressive spirit and speed;
- who desires to make his last change and settle himself for life, in a sound, stable business already grown to large figures.

A man of the calibre we seek may hesitate to answer an advertisement. Don't have false pride. Big men and big business concerns are coming more and more to make each other's acquaintance through the medium of advertising.

We prefer a man under thirty-five—and a Gentile.

He need not have had previous experience as a mail-order executive, nor as an advertising man. Perhaps he is now a newspaper reporter or an editor or a contributor to magazines or a writer of books. Or perhaps he is right now producing direct-to-the-consumer mail-order advertising that is pulling exceptional results.

We want a man whose copy will be NATURAL, SINCERE and CONVINCING rather than clever; who can tell his readers plain truths in a homely but interest-gripping way; who can write the kind of copy that makes the reader feel an irresistible "urge" to buy and a complete confidence in the firm which is selling.

Write us about yourself. Give full particulars of your business history, your present salary, bonus, etc.

*Be very sure to enclose samples of your work
to show us that you can write forcefully.*

The right man will receive an adequate salary to start; and if he makes good he can ultimately have an interest in the business.

Your communication will be held in strictest confidence.

"EXECUTIVE," Box 284, care of Printers' Ink.

ting forth of "Things to Remember in 1923," and is intended for the jobber's own salesmen. Another is "Enthusiastic Customers" and is adapted both for the jobber's salesmen and customers. It can be used as an insert in the jobbers' mailing list.

In his personal letter to the wholesalers Mr. Bell asks the question: "Do manufacturers fully appreciate the jobbers?" and then outlines the company's position as follows:

"We are just old-fashioned enough (if you want to call it that) to believe that the wholesaler and retailer have proved their right to a permanent place in the most economical plan of distribution yet devised. Like ourselves, you are judged not by what you hope to do, but what you have done. Your business is appraised by its record of actual accomplishments.

"In your chosen business, the distribution of food, there are no substitutes for experience and a tradition of successful service. Prestige and public confidence are never the result of chance. They are the rewards of excellence. The test of achievement justifies your existence—your success has been earned, you deserve it.

"The year 1922 kept us too busy to permit us to consider all the 'isms' which oppose the present elements of distribution, and at the same time furnished us conclusive proof that our present plan of distributing only through recognized wholesalers and retailers brings results, and measured by the service rendered to us, both are entitled to fair pay for their share of the job.

"Our success has been accomplished by consistently co-operating with wholesaler and retailer in the disposal of our output. Our plan requires that we make certain that Calumet is where the consumer can reach it, which requires not only our selling organization but the help of all dealers to stock and sell it.

"Calumet's popularity proves that the wholesaler's function is more than a mere distributor of

WANTED — Industrious Young Lady Assistant and Secretary to Automobile Advertising Manager New York City

Undoubtedly the young lady who measures up to the requirements, is now employed in Advertising Department, or an agency.

She has a natural ability for English, a constructive mind, initiative and perseverance—has had contact with Direct-Mail and Newspaper Campaigns—has a reasonable working knowledge of mechanical production details—Can analyze and keep costs of campaigns and is a capable stenographer. She is dignified, has a likable disposition, commands the respect of assistants and is a Protestant.

State why you desire this position and why you believe you are capable, also salary now earning and salary desired.

Box "E. W." 294—Care Printers' Ink

Is This What You Want?

An experienced magazine man familiar with big circulation promotion has part of his time for sale. Knows national newsstand distribution and display from 18 years' experience with big magazines. Knows circulation getting from every angle in magazine field. Writes copy and has proven record on mail order book and magazine campaigns. Write

"L. M.," Box 285
Care of Printers' Ink

WANTED A GOOD Copy Man

A Chicago Agency wishes to add to its Copy Department a young man, 25 to 35, technically trained, and preferably with several years' agency or manufacturing experience. This is an unusual opportunity for a capable man on his way to the top. Write fully, giving experience, salary, etc., to "A. P.", Box 291, PRINTERS' INK, 833 Peoples Gas Bldg., Chicago.

EVENING HERALD

LED ALL NEWSPAPERS IN THE WORLD IN ADVERTISING GAINS 1922 OVER 1921.

GAIN **3,493,854** LINES

Representatives:

H. W. Meloney, 604 Times Bldg., New York
 G. Logan Payne Co., 401 Tower Bldg.,
 6 No. Michigan Ave., Chicago
 A. J. Norris Hill, 710 Hearst Bldg.,
 San Francisco, Cal.

Get More Business!

My compelling copy spurs sales. A prominent mail-order publisher says: "Your booklet increased our business 90%." A magazine man says: "Your circulation plan is the best we ever had." A big advertiser says: "You are the only advertising man that has given me any REAL ideas." My super-sales ads, folders, booklets, house-organs "bring home the bacon." They contain the secret of making people say "Yes." Don't take my word for it. Send for amazing proof. Walter Ostrander, 1133 Broadway, New York.

merchandise, and shows conclusively that he is a selling factor whose responsibility extends to the ultimate consumer. More than thirty years ago we adopted the slogan of 'A high-grade product at a moderate price' and at the same time chose the legitimate wholesaler and retailer as our method of distribution. Today, Calumet sales are two and one-half times those of any other baking powder. So it is that our achievement is your achievement, and you are justly entitled to point to Calumet's success as positive proof to allay the fears of the alarmist who says: 'It costs more to distribute and serve than it does to produce.'

"We expect to continue to protect our distributors in every way possible—particularly through our resale plans, including our big, trade-at-home newspaper campaigns and by continuing to decline to sell Calumet to mail-order houses, soap clubs, buying exchanges, and so forth, with the hope that wholesalers will exercise their same rights in choosing Calumet outlets.

"To follow out this fair trade policy and to upbuild local markets and communities, it will be necessary for you to occasionally sacrifice some business just as we do, as shown by the enclosures herewith. The recent broadcasting by anonymous parties of deceptive literature intended to discredit Calumet policy merely proves our loyalty and indicates their unwillingness to confine their distribution to regular channels.

"The year just closed has been our biggest and best. We thank you sincerely for the share that you and your customers have contributed to our sales. On January 2, our entire sales force, larger than ever before, will be in the field selling Calumet for distribution through the regular, recognized channels, and your co-operation will no doubt result in an increased number of orders for you."

George W. Patterson, Jr., has joined the staff of Doremus & Company, New York advertising agency.



Here is your opportunity

- to learn the art of paper making.
- to see in exhibits the entire paper making industry from forest to the finished product.
- to enjoy an elaborate program of speakers and moving pictures covering all phases of the industry.
- to bring your problems concerning the use of paper with you. Some paper maker or merchant will tell you how to overcome them.

Make a note now of the date. Don't miss it.

April 9th to 14th

Are You Getting Your Share of Business in New England?

New England is well above the rest of the country not only in total income but in the number of people making federal income tax returns.

With a population of only seven per cent of the country, New England in 1920 made ten per cent of the total returns, reporting ten per cent of the country's net income.

Here are the figures:

	NO. PERSONAL RETURNS	NET INCOME REPORTED
Conn.	148,195	\$451,737,702
Maine	47,717	143,455,545
Mass.	401,770	1,368,406,648
New Hamp.	35,983	100,431,539
R. I.	53,128	180,303,990
Vt.	19,205	59,303,302
Total.	705,998	\$2,303,638,726

New England is one of your most prosperous markets. Its doors are crowded with sales possibilities, which you can open with advertising in these home daily newspapers:

NEW BEDFORD, MASS., STANDARD MERCURY
Daily Circulation 31,489 A.B.C.—2c copy
Population 121,217, with suburbs 160,000

SALEM, MASS., NEWS
Daily Circulation 20,079 P. O.
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION
Daily Circulation 72,552 P. O.
Population 129,563, with suburbs 250,000

WORCESTER, MASS., TELEGRAM GAZETTE
Daily Circulation 73,957 A. B. C.
Population 179,754, with suburbs 350,000

PAWTUCKET, R. I., TIMES
Net Paid Circulation 23,911 A. B. C.
Serves territory of 130,000.

BRIDGEPORT, CT., POST TELEGRAM
Daily Circulation 46,730 A. B. C.
Population 150,000, with suburbs 220,000

HARTFORD, CT., TIMES
Daily Circulation 45,229 A.B.C.—3c copy
Population 138,036, with suburbs 373,000

NEW HAVEN, CT., REGISTER
Daily and Sunday Cir. 34,427 F. O.
Population 165,000, with suburbs 225,000

NEW LONDON, CT., DAY (Evening)
Daily Cir. over 10,829 A.B.C.—3c copy
Population 25,688, with suburbs 60,000

PORLTAND, ME., EXPRESS
Daily Circulation 26,294 P. O.
Member A. B. C.
Population 69,169, with suburbs 75,000

BROCKTON, MASS., ENTERPRISE
Daily Circulation 21,219 P. O.—2c copy
Population 67,000, with suburbs 100,000

MERIDEN, CONN., RECORD
Daily Circulation 6,699 A.B.C.—3c copy
Population 37,739, with suburbs 60,000

BURLINGTON, VT., FREE PRESS
Daily Circulation 11,459 P. O.
Population 22,779, with suburbs 40,000

FITCHBURG, MASS., SENTINEL
Net Paid Circulation 10,660 A. B. C.
Population 41,029, with suburbs 110,000

LYNN, MASS., ITEM
Daily Circulation 16,132 A.B.C.—3c copy
Population 99,198, with suburbs 125,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

Feb. 8, 1923

Would Prohibit Assumed Name in Business

A bill which would prohibit the transaction of business in New York State under any designation, assumed name, or style, corporate or otherwise, other than the real name of the person conducting such business, has been introduced in the New York State Legislature by Senator John Knight. The use of the designation "Company" or "& Co." would be barred unless a certificate giving the name under which business was to be conducted, and the true and full names and addresses of all persons associated therewith, was filed with the Clerk of the County in which the business was located. Repeal of Section 82 of the Partnership Law and Section 924 of the Penal Law, relating to fictitious partnership names, would be affected also.

Join Pratt & Lambert

Joseph A. Juenker, with the advertising department of Pratt & Lambert, Inc., for the past ten years, has been made assistant advertising manager.

J. Roy McLennan, formerly editor of the *Tire Trade Journal & Vulcanizer & Tire Dealer*, New York, has joined the advertising department of Pratt & Lambert, Inc., Buffalo, manufacturer of varnish, enamels and auto finishes. Mr. McLennan was at one time assistant to the advertising manager of the Kelly-Springfield Tire Company, New York.

Long Beach, Cal., "Telegram" Has New Owners

The Long Beach, Cal., *Telegram* has been bought by Miss Belle McCord Roberts and S. S. Conklin. Miss Roberts is publisher, S. S. Conklin business manager and Oscar Conklin manager of foreign advertising.

New Account for Pittsburgh Agency

The Standard Engineering Company, Ellwood City, Pa., manufacturer of rolling mill equipment, pipe threading machinery, etc., has placed its account with Walker & Downing, Pittsburgh advertising agency.

E. H. Steel Joins Associated Artists Staff

Edmund H. Steel, formerly with the Ad Art Service, Philadelphia, has joined the sales force of the Associated Artists of Philadelphia, an advertising art organization.

Joins San Francisco Agency

Herbert Carl Bernstein, recently advertising manager of the San Francisco *Chronicle*, has joined the Lockwood-Shakelford Company, advertising agency, Los Angeles and San Francisco, as vice-president.

Thorough Saturation!

So thoroughly does the Portland Evening Express saturate its home city, that by comparison of census number of Portland families with Express City Circulation (Paid) it is estimated that the Express is taken in 15 of every 16 Portland homes.

"A Truly Remarkable Coverage!"

And, mind you, a three-cent paper — Portland's only three-cent daily.

Portland Express Largest Circulation of Any Maine Daily!

The Julius Mathews Special Agency
Boston — New York — Detroit — Chicago

Paper Boxes for Canada

"Made in Canada"

Your satisfaction is assured in our:

—Capacity

—Equipment

and intent to please you.

RUDD PAPER BOX COMPANY, Limited

W. P. Bennett, Pres.

374 Richmond St., West

Toronto, Canada

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK
CITY. President and Secretary, J. I. ROMER.
Vice-President, R. W. LAWRENCE. Treasurer,
DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122 S.
Michigan Blvd., DOUGLAS TAYLOR, Manager.
Atlanta Office: 704 Walton Building
Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building,
A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building,
M. C. MOGENSEN, Manager.

Canadian Office: Lumaden Bldg., Toronto,
H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50
for six months. Ten cents a copy. Foreign
Postage, \$2.00 per year; Canadian, \$1.00.
Advertising rates: Page, \$100; half page, \$50;
quarter page, \$25; one inch, minimum \$7.70.
Classified \$5 cents a line. Minimum order \$2.75.

JOHN IRVING ROMER, Editor

ROBERT W. PALMER, Managing Editor

JOHN ALLEN MURPHY, Associate Editor

KOD DICKINSON, Associate Editor

ALBERT E. HAASE, News Editor

EDITORIAL STAFF:

ROLAND COLE	E. B. WEISS
C. B. LARRABEE	BERNARD A. GRIMES
CHICAGO: G. A. NICHOLS	D. M. HUBBARD
LONDON: THOMAS RUSSELL	

NEW YORK, FEBRUARY 8, 1923

Too Much High-Price Talk

In certain direct-mail advertising, including catalogues, recently put out by prominent concerns we learn that price advances are in prospect in various lines and that it would be to the dealer's interest to anticipate his requirements somewhat. A PRINTERS' INK staff man, inquiring at some length among retail stores, ascertained that the same selling argument, in a vastly aggravated form, is being used by salesmen calling upon the trade.

In some of the printed matter the idea is advanced unobtrusively. Again it is little more than an intimation. Nevertheless, symptoms of the old war time "scare" methods of selling are unmistakable.

There is only one real reason why this is being done. It is to get dealers to increase the size of their orders. We are not saying

the representations are incorrect. Doubtless most of them are well within the limits of the truth. Just now this kind of selling right is dangerous. It is more than that. It is foolish and mischievous.

Can it be that the lessons of the last two or three years, learned at such staggering cost, are being forgotten, or at least ignored, so quickly?

Those concerns that went along on the same old safe-and-sane basis, buying goods as nearly as possible in conformity with their current needs and refusing to be humbugged or bullied by fear of advancing prices, made notable successes. Their commitments, instead of being decided by any artificial considerations or dictated by apprehension, were based on what they could sell—on the expressed demand and the demand they knew could be created by fighting and advertising. The attainments of such firms, as PRINTERS' INK has said before, established for all time the wisdom of the doctrine of sane buying—that insisted on remaining sane no matter what might be going on.

If prices have to go up, then they will have to go up. The manufacturer will have to get more for his goods and a corresponding advance must be passed along down the line. There is no argument about this. The law of supply and demand is inexorable and everybody has to pay in accordance.

But is this any excuse, much less reason, for speculation? Buying in advance, so as to cover oneself against probable or possible price boosts, is a practice not for the average business man—least of all not for the retailer. It most certainly is not a thing to be advanced in an advertising way. Salesmen ought to stay away from it. It is ridiculously easy to make buying a gambling proposition anyway without any scare methods being used. The dealer does not make his money on speculation. Neither does he make it on buying goods. He makes it by turning his stock a certain number of times each year. And this is a

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PRINTERS'

matter in which market advances have no part.

The consumer won't buy just because someone tells him prices are going up. He is inclined to do just the opposite. In fact this is what he has been doing. Does anyone suppose he is going to be different in this respect during 1923?

What Is a Slogan? The growing interest in PRINTERS' INK's register of advertising slogans, containing already the records of about 1,500 different phrases, raises at times the rather delicate question as to what really constitutes a slogan anyway. The dictionary definition: "a battle or rallying cry, originally of the Highland clans of Scotland," is clearly of no help in the matter. What appears to be needed is a definition of the term which will serve to distinguish between the phrase which has the specific characteristics of a genuine slogan, and that which is merely a more or less epigrammatic expression of an idea which may be used in advertising copy.

It is clear at the start that the intrinsic literary merit of the phrase has nothing to do with the question. Every cleverly turned phrase is not necessarily a slogan, and there are a great many undoubtedly slogans which do not possess any elements of literary merit at all. It would be hard to find a phrase of more obvious and downright simplicity than "It Floats"—which is plainly a slogan—while the advertising pages are plentifully sprinkled with ingeniously contrived headlines which are equally plainly not slogans in any sense of the word. The intrinsic merit or quality of the phrase is therefore no basis for judgment, and the question as to whether a given phrase is or is not a slogan depends altogether on something quite outside the phrase itself. As in the case of a trade-mark, that "something" exists only in the minds of the public, and the only visible evidence of it lies in the use which has been made of the phrase in question.

PRINTERS' INK, therefore, sub-

mits the following definition of an advertising slogan for discussion, criticism and emendation by its readers: A slogan is a specific advertising phrase or sentence which is used in such a way as to acquire a secondary meaning as referring to the goods or service of a certain proprietor. The phrase "It Floats," for example, has a primary meaning which is obvious, yet it has acquired a secondary meaning which is almost as strong by reason of the way in which it has been used.

It is of course by no means necessary to have an advertising slogan at all, and many successful campaigns have been conducted without them. On the other hand, a slogan may be of immense value, once it is definitely established, and the owner is clearly entitled to some form of protection in its use. It should be clear, however, that it is not the form of words which is entitled to protection, but the good-will resulting from their use. This, we think, is the true test of a slogan, which should be applied in advance to all phrases intended to be placed upon record.

Radio an Objectionable Advertising Medium

It is a matter of general advertising interest to record that the American Telephone and Telegraph Company is trying to establish a new advertising medium. Through its station, WEAF, New York, it is permitting advertisers to broadcast messages. So far the company's venture is only in the experimental stage. As a tryout, it has placed a nominal charge of \$100 on a ten-minute talk. During this time about 750 words can be delivered.

The fact that several advertisers have already availed themselves of this service would seem to indicate that there is a demand for it. Just the same, it is our advice to the American Telephone and Telegraph Company to "stop, look and listen" before extending this new branch of its business. The plan is loaded with insidious dangers. The company, itself,

Feb. 8, 1923

Feb. 8,

evidently recognizes this, as it is proceeding cautiously in this advertising broadcasting experiment. For one thing, it is restricting the number of times a product may be mentioned during the course of a talk. It feels that the radio audience may regard the advertising message as an unwarranted imposition on its time. For this reason, it is insisted that the advertiser make his announcement subtle. No bald statements are permitted.

But regardless of how carefully censored the messages may be, the objection to this form of advertising still stands. Station WEAF has built up its reputation on the fine quality of its programmes. Radio fans who tune in on this station are accustomed to get high-class entertainment. If they are obliged to listen to some advertiser exploit his wares, they will very properly resent it, even though the talk may be delivered under the guise of a matter of public interest or even of public welfare. An audience that has been wheedled into listening to a selfish message will naturally be offended. Its ill-will would be directed not only against the company that delivered the story, but also against the advertiser who chooses to talk shop at such an inopportune time.

There are several objections to the sending out of advertising through radio broadcasting stations, but we are opposed to the scheme principally because it is against good public policy. We are opposed to it for the same reason that we object to sky writing. People should not be forced to read advertising unless they are so inclined. We are opposed to it on much the same grounds that we object to "readers" or press agent dope or any other kind of disguised publicity that inveigles persons to read it on the promise that it is news. Forcing a business proposition under people's noses or into their ears when they are trying to do something else is not the way to win the good-will of these people.

Another point that the American Telephone and Telegraph Com-

pany should consider: Much of the radio's popularity is due to the way the newspapers have been playing it up. In many cases they are devoting whole pages and in some cases entire sections to radio developments. The programmes of the various broadcasting stations, which the newspapers publish, is of inestimable value to radio users, and in fact without these published programmes the broadcasting stations would be seriously handicapped. It is certain that the newspapers will not continue to give the radio interests all of this generous co-operation if the broadcasters are themselves going to enter into advertising competition with the newspapers.

Advertises Uses to Which Product Is Being Put

Manufacturers of a staple commodity usually find it difficult to get new copy angles. Quite a number of such concerns have turned to the "used in this manner" appeal with success.

In recent business-paper copy the Ajax Rope Company, Inc., New York, manufacturer of "Ajax Brand Pure Long Fibre Manila Rope" featured the fact that the product was used to hold the scaffolds when one of New York's skyscrapers was being painted. Part of the text read:

"The men who paint the Singer Building, the next to the highest skyscraper in the world, do not have to risk their lives on this difficult job.

"They know that the rope which holds the scaffold on which they work makes painting just as safe for them at the 35th story as if they were standing on the sidewalk, hundreds of feet below."

Where American Cigarettes Are Sold

Cigarette statistics compiled by the "Trade Record" of the National City Bank, New York, state that cigarette exports in 1922 amounted to \$12,000,000 to 80 countries, valued at \$24,000,000 as compared with \$2,000,000,000 to 50 countries, valued at \$2,954,000 in the pre-war year 1913. European importations declined since the war. China is the best customer at present, taking cigarettes worth \$17,000,000 in 1922 as compared with \$1,000,000 in 1913. Other Oriental countries have increased their demands. The value of cigarette exportations in the eight years preceding the war amounted to \$22,000,000 in contrast with \$165,000,000 in the eight years since 1914. For the same periods respectively the value of tobacco exportations in all forms amounted to \$350,000,000 as compared with the later total of \$1,325,000,000.

Five Years Without Thinking

RECENTLY a new house-organ was added to our list. For five years it had been handled by another printing house. In all this time, the editor tells us, not once had an idea been advanced or a suggestion been offered looking toward the improvement of the publication.

In common with the other houses in our class, we deem it a real privilege to offer to our customers from time to time suggestions for the betterment of their publications.

Charles Francis Press

Printing Crafts Building Telephone Longacre 2320
461 Eighth Avenue New York

Feb. 8, 1923

Twenty-fifth of a series showing

Who Reads the PRINTERS' INK Publications

The advertising of The Western Company is handled by the Ferry-Hanly Company, Chicago.

The following individuals in
The Western Company are
readers of either Printers' Ink
or Printers' Ink Monthly, or
both, as indicated:*

Name	Title	Weekly	Monthly
A. C. Levis	Pres. and Gen. Mgr.	Yes	Yes
J. T. Woodside	Sales Manager	"	"
M. J. Harford	Advertising Manager	"	"

*Information furnished by The Western Company

THE PRINTERS' INK PUBLICATIONS

PRINTERS' INK

The Weekly Journal of Advertising
Established 1888 by GEORGE F. ROWELL

PRINTERS' INK MONTHLY

An Illustrated Magazine of Advertising, Sales and Marketing

185 Madison Avenue, Corner of 34th Street, New York

Feb. 8, 1923

Feb. 8, 1923

FEBRUARY

VOLUME

MORNING

(Exclu-

Review of
World's W...
Atlantic M...
Scribner's ...
Harper's ...
Century ...
Current O...
Our World
Bookman ...
Munsey's ...
St. Nichola...
Wide Worl...
Everybody's
Blue Book

American ...
Physical C...
Red Book
Cosmopolita...
True Story
Photoplay
Motion Pic...
Success ...
Sunset ...
Asia ...
Hearst's In...
American ...
Elks Magaz...
McClure's ...
Screenland
Boys' Life
Boys' Maga...

WO

Ladies' Ho...
Vogue (2)
Pictorial R...
Good House...
Woman's E...
McCall's ...
Harper's B...
Delicator ...
Modern P...
Designer ...
Woman's V...
Holland's ...
People's P...
People's H...
The House
Needlecraft
Fashionable
Mother's N...

A Half-Billion Dollar Market

Information from the Catholic institutions (hospitals, colleges, convents, academies, charitable, etc.), on our subscription list, indicates annual expenditures for supplies and maintenance, 120 million dollars; erection of new buildings (exclusive of estimated supplies or maintenance) 382 million dollars.

The 3,500 directors or executives governing these institutions being faithful subscribers, are most favorably influenced by advertising in Extension, but we will furthermore, if warranted, send them promotional correspondence in your behalf.

EXTENSION MAGAZINE

*The World's Greatest Catholic
Monthly*

Member of the Audit Bureau of Circulations

General Offices:

180 N. Wabash Ave., Chicago, Ill.

Eastern Advertising Representatives:

LEE & WILLIAMSON

171 Madison Avenue, New York City

FEBRUARY MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES(Exclusive of publishers' own
advertising
Standard Size)

	Pages	Lines
Review of Reviews.....	120	26,915
World's Work	100	22,601
Atlantic Monthly	90	20,348
Scribner's	76	17,149
Harper's	70	15,811
Century	58	13,092
Current Opinion	50	11,302
Our World	25	5,642
Bookman	20	4,527
Munsey's	20	4,524
St. Nicholas	19	4,368
Wide World	19	4,275
Everybody's	17	3,910
Blue Book	14	3,282

Flat Size

	Columns	Lines
American	285	40,786
Physical Culture	227	32,474
Red Book	193	27,726
Cosmopolitan	163	23,444
True Story	154	22,100
Photoplay	145	20,748
Motion Picture Magazine.....	114	16,326
Success	89	12,727
Sunset	78	11,290
Asia	78	10,896
Hearst's International	74	10,662
American Boy	49	9,800
Elks Magazine	62	9,424
McClure's	59	8,455
Screenland	52	7,465
Boys' Life	35	6,039
Boys' Magazine	24	4,106

WOMEN'S MAGAZINES

	Columns	Lines
Ladies' Home Journal.....	450	76,614
Vogue (2 issues).....	423	66,868
Pictorial Review	270	54,106
Good Housekeeping	334	47,821
Woman's H'me C'mpanion.....	266	45,281
McCall's	215	43,084
Harper's Bazar	215	36,167
Delineator	178	30,343
Modern Priscilla	157	26,690
Designer	152	26,059
Woman's World	125	21,392
Holland's	102	19,440
People's Popular Monthly.....	96	18,296
People's Home Journal.....	102	17,340
The Household	87	16,568
Needlecraft	78	13,260
Fashionable Dress	73	12,506
Mother's Magazine	59	10,472

Prestige Is a
Peculiar Thing

The foundation is built upon the ability of the manufacturer and the merit of his product.

But Prestige for a product is built not only by the manufacturer, but by the people who use the product.

One man buys an article and there is no profit in the sale beyond the profit represented in the transaction itself. Another man buys the same article, and because of his reputation and standing brings prestige to the product! Further sales develop because of his ownership and endorsement.

Our method of building selective executive circulation guarantees this market.

Forbes is a Magazine of Business Leadership.

Judged by the usual standards, Forbes could well be included in your advertising program. From a merchandising standpoint, the circulation of Forbes is 100% efficient.

The editorial policy of Forbes, which attracts leading business and financial executives as readers, recommends Forbes with equal force to advertisers who are seeking to build prestige for their product.

FORBES

120 Fifth Avenue, New York

Walter Drey Vice-President

Mr. H. S. Irving People's Gas Bldg. Chicago, Ill.	Mr. Frank H. Burns 943 Little Bldg. Boston, Mass.
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Feb. 8, 1923

Feb. 8,

The Greatest Sales Force

in Connecticut's Largest City is to be had by the use of the advertising space in the

New Haven Register

More than 35,000 people every night Now BUY the Register.

Its City Circulation alone is larger by several thousands than the Entire circulation of any other New Haven newspaper.

FIRST!

In Circulation by many thousands!

FIRST!

In Advertising by a Million lines!

FIRST!

In Equipment and News Staff!

First in all the requirements that go to make up a strong virile newspaper and a sterling advertising medium.

FIRST!

in New Haven, Connecticut's Largest City

New Haven Register

*The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago*

	Columns	Lines
Child Life	62	8,951
Messenger of Sacred Heart	21	4,693
Today's Housewife	27	4,595
Woman Citizen (2 Jan. is.)	17	2,533

GENERAL AND CLASS

	Columns	Lines
The Spur (2 issues)	420	70,692
House & Garden	420	66,434
Motor	351	58,968
Town & Country (2 is.)	316	53,139
Radio News	265	39,025
Country Life	222	37,296
Arts & Decoration	205	34,479
System	231	33,048
Popular Mechanics (pg.)	145	32,592
Vanity Fair	185	30,861
House Beautiful	178	27,519
Normal Instructor	155	26,350
Popular Science Monthly	163	24,823
Nation's Business	138	20,316
Radio	134	19,803
Science & Invention	109	16,112
Field & Stream	112	16,056
Garden Magazine	115	14,747
Theatre	91	14,394
Business	88	12,548
World Traveler	83	12,277
National Sportsman	85	12,188
Outers' Recreation	81	11,665
Scientific American	67	11,476
Outdoor Life	76	10,916
International Studio	69	9,897
Rotarian	64	9,280
Popular Radio (pg.)	36	8,075
Association Men	57	8,069
Forest & Stream	55	7,938
Motor Life	49	7,879
Extension Magazine	41	7,108
Illustrated World (pg.)	23	5,222
Outing	21	3,129

CANADIAN MAGAZINES

	Columns	Lines
MacLean's (2 Jan. issues)	151	26,425
Canadian Home Journal	107	18,776
Everywoman's World	90	15,823
Western Home Mo. (Jan.)	79	14,396
La Canadienne	53	9,328
Canadian Magazine	36	8,064
Rod & Gun in Canada	43	6,221

JANUARY WEEKLIES

January 1-7	Columns	Lines
Saturday Evening Post	347	58,995
Literary Digest	105	16,086
American Weekly	51	14,205
Outlook	62	9,004
Forbes'	54	8,332
Collier's	40	6,964
Life	40	5,787
Argosy-All-Story (pg.)	21	4,914

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New York
Chicago
Boston

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4,595
2,533

Lines
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9,025
7,296
4,479
3,048
2,592
0,861
7,519
6,350
4,823
0,316
9,803
6,112
6,056

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11,476
10,916
9,897
9,280
8,075
8,069
7,938
7,879
7,108
5,222
3,129

Lines
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18,776
15,823
14,396
9,328
8,064
6,221

Lines
58,995
16,086
14,205
9,004
8,332
6,964
5,787
4,914

HEALTH—its attainment and preservation
—body-building through sane, sensible,
intelligent exercise
—the keeping of the mind refreshed and
alert by a lively and abiding interest
in the great outdoors and *all* its ac-
tivities
—these things PHYSICAL CUL-
TURE has been teaching and preach-
ing—consistently, persistently, effec-
tively for the past twenty-five years.

NOW WE ARE TELLING

the people of New York, Chicago,
Philadelphia and Detroit in full page
newspaper space just what PHYSI-
CAL CULTURE is—its plans, pur-
poses and ambitions.

We believe we are telling our story in
an emphatic, attractive and sincere
fashion. Will this campaign give us
one hundred thousand or only fifty
thousand more circulation by May?

In any event, *you* can contract for
space for twelve months ahead at our
present rates—\$1.85 a line, \$625.00 a
page.

Send order and copy now!

PHYSICAL CULTURE

New York
Chicago
Boston

Los Angeles
San Francisco
Seattle

Feb. 8, 1923

	Columns	Lines	Totals for January	Columns	Lines
Independ't & W'kly Rev.	28	4,141	Saturday Evening Post.	1199	203,873
Christian Herald	22	3,901	Literary Digest	392	59,688
Judge	25	3,602	American Weekly	154	42,438
American Legion W'kly.	21	3,130	Outlook	188	26,895
Nation	18	2,625	Collier's	137	23,343
Youth's Companion	14	2,418	Argosy-All-Story (pg.)	74	16,741
Churchman	10	1,462	Christian Herald	96	16,480
New Republic	7	1,127	Life	111	15,879
January 8-14	Columns	Lines	Forbes'	102	15,621
Saturday Evening Post	285	48,597	American Legion W'kly.	92	13,248
Literary Digest	104	15,826	Independ't & W'kly Rev.	88	12,715
American Weekly	46	12,652	Nation	77	10,867
Independ't & W'kly Rev.	59	8,574	Judge	75	10,856
Outlook	55	7,928	New Republic	63	9,283
Forbes'	47	7,289	Youth's Companion	44	7,606
Collier's	29	5,016	Churchman	43	6,141
Christian Herald	28	4,929			
Argosy-All-Story (pg.)	20	4,527	RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS		
American Legion W'kly.	26	3,778	Columns	Lines	
Life	20	2,883	1. Ladies' Home Journal	450	76,614
Nation	15	2,100	2. The Spur (2 issues)	420	70,692
Judge	14	2,090	3. Vogue (2 issues)	423	66,868
Youth's Companion	11	1,938	4. House & Garden	420	66,434
Churchman	12	1,802	5. Motor	351	58,968
New Republic	8	1,212	6. Pictorial Review	270	54,106
January 15-22	Columns	Lines	7. Town & Country (2 is.)	316	53,139
Saturday Evening Post	301	51,191	8. Good Housekeeping	334	47,821
Literary Digest	85	13,058	9. Woman's Home Comp.	266	45,281
American Weekly	22	6,266	10. McCall's	215	43,084
Collier's	28	4,781	11. American	285	40,786
Life	29	4,232	12. Radio News	265	39,025
American Legion W'kly.	26	3,803	13. Country Life	222	37,296
Argosy-All-Story (pg.)	16	3,689	14. Harper's Bazar	215	36,167
Judge	25	3,622	15. Arts & Decoration	205	34,479
Outlook	25	3,596	16. System	231	33,048
Christian Herald	16	2,806	17. Pop. Mechanics (pg.)	145	32,592
New Republic	15	2,205	18. Physical Culture	227	32,474
Youth's Companion	11	1,932	19. Vanity Fair	185	30,861
Nation	12	1,732	20. Delineator	178	30,343
Churchman	9	1,269	21. Red Book	193	27,726
January 23-28	Columns	Lines	22. House Beautiful	178	27,519
Saturday Evening Post	265	45,090	23. Rev. of Reviews (pg.)	120	26,915
Literary Digest	96	14,718	24. Modern Priscilla	157	26,690
American Weekly	33	9,315	25. MacLean's (2 Jan. is.)	151	26,425
Collier's	38	6,582			
Christian Herald	28	4,844			
Argosy-All-Story (pg.)	16	3,611			
Outlook	24	3,504			
Life	20	2,977			
American Legion W'kly.	17	2,537			
New Republic	16	2,425			
Nation	16	2,310			
Churchman	11	1,608			
Judge	10	1,542			
Youth's Companion	7	1,318			
Januray 29-31	Columns	Lines			
Outlook	20	2,863			
New Republic	15	2,314			
Nation	15	2,100			

"Stanley," a New Trade-Mark for Paint

The Stanley Chemical Company, East Berlin, Conn., paint and varnish products, associated with the Stanley Works, New Britain, Conn., recently made application for registration of the trade-mark "Stanley." Wm. S. Rowland of the Stanley Chemical Company informs PRINTERS' INK that they propose to use this trade-mark on paint, industrial coatings and certain metal alloys which they manufacture. Mr. Rowland said: "We do not at the present time anticipate entering into an advertising campaign, although we trust that in time to come, our business will be of such size that certain advertising will be warranted."

Lines
203,873
59,688
42,438
26,895
23,343
16,741
16,480
15,879
15,621
13,248
12,715
10,867
10,856
9,283
7,606
6,141

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Lines
76,614
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66,868
66,434
58,968
54,106
53,139
47,821
45,281
43,084
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39,023
37,296
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Advertising

PRINTERS' INK'S record of advertising carried by the monthly magazines in the January issues of this year, as compared with the January issues of last year, shows that

CURRENT OPINION gained more advertising pages than any other monthly magazine in the general field.

CURRENT OPINION was second in the amount of advertising lines gained by monthly magazines in the general field.

CURRENT OPINION made a larger gain of both advertising pages and lineage than any standard size magazine in the general field.

**100,000 Net Paid Circulation
Guaranteed**

\$300 the Page

\$3.00 Per Page Per Thousand

CURRENT OPINION

RAYMOND A. BABCOCK
Advertising Manager

**50 West 47th St.
NEW YORK**

**105 West Monroe St.
CHICAGO**

Feb. 8, 1923

Feb. 8, 1923

**"PRINTERS' INK'S" FOUR-YEAR RECORD OF
FEBRUARY ADVERTISING**

GENERAL MAGAZINES

	1923	1922	1921	1920	Totals
American	40,786	25,434	32,256	56,914	155,390
Physical Culture	32,474	30,570	25,591	34,034	122,669
Red Book	27,698	23,827	24,301	38,491	114,317
Review of Reviews	26,915	25,900	26,100	31,808	110,733
World's Work	22,601	22,624	22,367	31,723	99,315
Atlantic Monthly	20,348	18,073	16,942	21,584	76,947
Photoplay	20,748	17,369	16,911	20,687	75,715
Scribner's	17,149	12,236	16,459	24,668	70,512
Harper's	15,811	15,542	15,467	21,978	68,798
Sunset	11,290	11,846	16,107	26,782	66,025
Motion Picture Magazine	16,326	14,267	12,757	22,487	65,837
Cosopolitan	23,444	16,861	20,711	x	\$61,016
Century	13,092	9,615	11,812	17,472	51,991
Metropolitan	x	*12,833	13,819	21,629	\$48,281
McClure's	*8,455	x	12,905	26,336	47,696
American Boy	9,800	8,400	9,753	13,393	43,346
Boys' Life	6,039	7,648	8,834	16,122	38,643
Hearst's International	*10,662	10,263	10,787	x	\$31,712
Current Opinion	11,302	6,150	6,681	3,664	27,797
Everybody's	*3,910	*1,869	6,364	15,330	27,473
St. Nicholas	4,368	5,502	5,740	5,748	21,358
Boys' Magazine	4,106	4,555	4,483	7,435	20,579
Munsey's	4,524	3,122	4,480	8,091	20,217

*New size. xIssue omitted.

†Three-year total.

351,848 304,506 341,637 468,376 1,466,367

WOMEN'S MAGAZINES

Ladies' Home Journal	*76,614	*73,717	*69,797	104,080	324,208
Vogue (2 issues)	66,868	52,842	66,432	106,440	292,582
Pictorial Review	54,106	32,769	43,590	85,525	215,990
Woman's Home Companion	*45,281	*32,586	46,400	61,800	186,067
Good Housekeeping	47,821	32,643	41,691	59,755	181,910
Harper's Bazaar	36,167	33,768	32,813	54,248	156,996
Delineator	*30,343	*22,584	*33,095	51,568	137,590
McCall's	43,084	28,513	29,405	30,665	131,667
†Designer & Woman's Mag.	*26,059	*18,736	*26,911	40,280	111,986
MacLean's (2 Jan. issues)	26,425	21,349	29,414	23,145	102,333
Modern Priscilla	26,690	23,520	20,774	26,712	97,696
People's Home Journal	*17,340	*16,320	*20,230	27,952	81,842
Woman's World	21,392	17,899	18,488	19,659	77,438
People's Popular Monthly	18,296	15,722	14,026	16,429	64,473
Needlecraft	*13,260	*14,821	*14,282	14,260	56,623
Mother's Magazine	*10,472	7,249	13,940	12,200	43,861
Today's Housewife	4,595	10,471	5,957	12,156	33,179
	564,813	455,509	527,245	748,874	2,296,441

*New size. †Two magazines now combined.

	CLASS MAGAZINES				
Town & Country	\$53,139	*38,710	*41,832	*65,853	199,534
House & Garden	66,434	34,224	32,355	38,277	171,290
System	33,048	27,946	42,519	58,892	162,405
Popular Mechanics	32,592	36,736	40,810	50,016	160,154
Country Life	37,296	30,228	32,659	41,800	141,983
Vanity Fair	30,861	28,186	26,505	35,708	121,260
Popular Science Monthly	24,823	17,275	18,853	34,266	95,217
House Beautiful	27,519	18,854	17,222	18,007	81,602
Nation's Business	20,316	9,410	21,021	23,097	73,844
Scientific American	*11,476	*7,669	*12,294	*34,798	66,237
Theatre	14,394	*11,274	*12,446	18,144	56,258
Field & Stream	16,056	13,013	11,806	9,363	50,238
National Sportsman	12,188	11,523	10,396	8,909	43,016
Outdoor Life	10,916	9,581	8,297	7,757	36,551
Outers' Recreation	11,665	8,002	9,107	6,028	34,802
Forest & Stream	7,938	5,753	5,791	6,911	26,393
Outing	3,129	2,418	3,373	5,420	14,340
	413,790	310,802	347,286	463,246	1,535,124

*New size. †Two issues.

‡Three weekly issues. §Four weekly issues.

	WEEKLIES (4 January Issues)				
Saturday Evening Post	203,873	154,641	*266,672	*360,608	985,794
Literary Digest	59,688	52,618	*94,281	*166,315	372,902
Collier's	23,343	15,967	35,155	*108,549	183,014
American Weekly	42,438	42,718	27,702	19,691	132,549
Outlook	\$26,895	18,580	18,017	25,145	88,637
Christian Herald	16,480	20,423	*16,298	*33,472	86,673
Life	15,879	10,248	18,190	*25,816	70,133
Judge	10,856	\$2,866	7,051	*5,880	26,653
	399,452	318,061	483,366	745,476	1,946,355
†Three issues. †Five issues.	1,729,903	1,388,878	1,699,534	2,425,972	7,244,287
GRAND TOTALS					

Totals
155,390
122,669
114,317
110,733
99,315
76,947
75,715
70,512
68,798
66,025
65,837
\$61,016
51,991
48,281
47,696
43,346
38,643
\$31,712
27,797
27,473
21,358
20,579
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1,466,367

324,208
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43,016
36,551
34,802
26,393
14,340

1,535,124

The Prestige That Is the Atlantic's

We are proud to have served this great banking house since 1919.



From a recent letter:—

"At this time permit us to say that we are very much pleased with our results from the Atlantic Monthly, which are in excess of those from any other magazine used. We feel that it is a privilege to be identified with a publication which shows such a high degree of editorial intelligence as does the Atlantic Monthly."

* * * *

*Editorial Influence Means
Advertising Results*

The Atlantic Monthly

8 Arlington Street Boston, Mass.

One of the Quality Group

We also publish: The House Beautiful The Living Age

985,794
372,902
183,014
132,549
88,637
86,673
70,133
26,653
1,946,355
7,244,287

The Little Schoolmaster's Classroom

"FOR a long time," said a sales manager to the Schoolmaster, "I have been worrying over what type of advance card to prepare for my salesmen, and twice a year the difficulties have been increasingly great. No salesman can state definitely just what day he will see a customer and we have found it inadvisable to make any promises in this direction. And so we have found that although the cards are sent out, they are put aside, thrown away or fail in any number of ways to act as a mental check to the client, who soon forgets. We want that card to convince the prospect that he must not place orders until he first sees our man. Obviously, then, the card must be preserved.

"Our former cards were of an 'alleged humor' sort. We did the seemingly conventional thing, and they were failures. This past season we have used a series of cards on each one of which such interesting facts and statistics are given that the dealer simply can't throw them away. He keeps them in his mind and on his desk, for the valuable information they contain.

"Thus, one card gave statistics about the dealer's own line of business—how many dealers there were in the entire country, the aggregate wealth, the approximate volume of business, etc. Another was an abbreviated digest of some predictions made by a more or less famous seer, who told some important things which were to happen in 1923. These cards have been tremendously popular—and very successful."

* * *

The Schoolmaster experiences a feeling of annoyance when some young man, armed with a letter of introduction from a comparative stranger, arrives at the office and expresses a desire to "break into the advertising game." These young men ask help in this "breaking-in" process and are willing to

take hours of the other man's time discussing the "game" and their own personality. The Schoolmaster is going to learn by heart for the benefit of all such the following from a recent advertisement of George Batten Company: "If you want to go into advertising because you think it is a big and splendid game—fine! Get a job in the advertising office of a big retail store. You won't use the word 'game' after the first six months. If you think you have a personality that equips you eminently to be an advertising man go on the stage. If you regard advertising as an interesting, temporary employment, a stepping stone to something better, decide what that something is, and go directly to it."

* * *

Most folks, even those who have owned automobiles for several years, are quite ignorant of their mechanism. Of course, when one has been sitting behind a steering wheel for any length of time he is bound to know the difference between a carburetor and a differential. The fact remains however, that other than the principal parts of the power plant a comparatively small percentage of car drivers are as well acquainted with their car as they are with their heating plant at home.

This has not been very beneficial to the industry. Ignorance of a product never is. Consequently, it pleased the Schoolmaster, when he visited the New York automobile show, to see that several of the manufacturers gave concrete evidence of a growing disposition to furnish some knowledge of what exists under the hood.

The Hupmobile exhibit had a prominent feature, a board displaying the parts of a Hupmobile. Alongside of each part was a card explaining it. Incidentally, the display was tied up with newspaper advertising which told how the car was built.

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Flexlume Signs

Are the Badge of Chevrolet Service

THE Chevrolet Motor Company is placing Flexlume Electric Signs on all of its showrooms. The sign is the mark of Chevrolet service. Wherever you go you will see it.

Perfectly reproducing the trademark, these Flexlume Signs "tie" every piece of Chevrolet advertising right to the dealers' doors. It gives the showrooms uniformity.

You can apply the same idea to your advertising. Many other big advertisers are using it.

Let us send you a sketch showing your trademark in a Flexlume and quote a price on what ever quantity you could use.

FLEXLUME CORPORATION

32 Kail Street

BUFFALO, N. Y.



Feb. 8, 1923

American Lumberman

Published in CHICAGO

Member
A.B.C.READ wherever
Lumber
is cut or sold.

FOURTEEN POINTS POINT EIGHT

INVESTIGATION—The man we place in a new position must have a clean record; the position we fill must be open to careful scrutiny.

ROBNETT-HONES, Inc.*Personalized Vocational Service*

20 W. Jackson Blvd., Chicago, Ill.



This emblem is your Protection

Buy your Advertising Calendars, Signs and Specialties from Association Members. Consult the Products Information Department ADVERTISING SPECIALTY ASSOCIATION 208 South La Salle Street, Chicago

WANT TO REACH CLEVELAND HOMES?

In 4 hours, each week, 167,000 Shopping News copies go into as many homes. We occasionally take similar distributions for high grade national advertisers at reasonable rates. Inquiries and close investigation invited.

Address Circulation Manager
Cleveland Shopping News
626 Huron Rd., Cleveland, O.



Mailing Lists

Will help you increase sales

Send for FREE catalog showing details covering names of your best prospects. Many thousands of lists and prices are given on thousands of different Mailing Lists.

99% GUARANTEED 5¢ each
by refund or

Ross-Gould Co. 547 N. 10th St. St. Louis

ALEXANDER WOLSKY INC.



COMPLETE
ADVERTISING
SERVICE
IN
ALL LANGUAGES
PAPERS

In addition Buick had a chassis so suspended that it could be turned at any angle, or completely over, with a slight shove of the hand. The Cadillac was stripped so that it exposed far more details of the inner parts of the car than one can see on the ordinary stripped chassis. The Star exhibited had a display of practically all the parts arranged on a long table. Rickenbacker also had a display of demounted parts.

Not alone does this permit of better selling, since the salesman can refer from the complete car to the parts display and back again when explaining the construction and design, but in addition it means more intelligent buying which is something that has never been known to harm an industry.

* * *

Throughout history people have existed who were centuries behind their times. No doubt hundreds of years after fire was discovered many of our prehistoric ancestors insisted this new-fangled notion was all wrong and preferred to shiver in the cold or ate their food raw.

With business history it is the same. Although machinery has revolutionized economic and social conditions to the betterment of all workers, agitators are still to be found who firmly believe every new invention for speeding up production is detrimental to the welfare of the laborer. Also despite advertising's accomplishments manufacturers who refuse to recognize its capabilities are notorious.

For example, an announcement to retailers from Pacquin, Inc., New York perfumers, reads in part: "This is a message distinctly to the trade. Pacquin is not inter-

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Make Ordering Easy

Users Are Boosters Ask for Samples

American Loose Leaf Mfg. Co.
Sole Makers - CHICAGO

For Advertising and Sales Managers

Reduce Your Selling Costs

By using Direct-Mail—letters, fold-
ers, booklets, house magazines—to
get orders or make it easy for sales-
men to get them. **POSTAGE BUSINESS MAGA-**
ZINE is the monthly
magazine of Direct-Mail Advertising
and Selling. \$8.00 a year. Current
number, 50c; or \$1.00 for 6 months'
trial subscription.

POSTAGE

18 East 18th St., New York

Increase Your Advertising Returns

NATIONAL ADVERTISING MAGAZINE tells how to spend advertising money to the best advantage in newspapers, magazines, farm and trade papers. Analyzes media. Criticizes advertisements. Monthly. One year, \$3.00; Six months, \$2.00. Current number, 50c; or \$1.00 for 3 months' trial subscription.

NATIONAL ADVERTISING

18 East 18th St., New York

THE highest subscription price paid for any drug publication in Canada is paid for DRUGGISTS' WEEKLY, the only A.B.C. drug publication in Canada. The most important buyers from coast to coast are regular readers of DRUGGISTS' WEEKLY.

Druggists' Weekly

A.B.C.

143-153 University Ave., Toronto, Can.

When you say—MAILING LISTS You mean **BOYD'S**

List Builders for three-quarters of a century.

Names of any kind for all parts of the world.

Your Sales and Advertising Departments will be interested in our New List Catalogue, with statistics covering the principal trades and professions of this country, state figures, etc. It is worth the trouble of penning us a line on your business stationery. Ask for List AA-53.

BOYD'S CITY DISPATCH

19-21 BEEKMAN STREET

NEW YORK

CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & MOORE.

LIMITED

TORONTO
Lumsden Bldg.

MONTREAL
275 Craig St. V.

Feb. 8, 1923

INVESTMENT OPPORTUNITY FOR ADVERTISING MAN

Firmly established Chicago direct-advertising concern enjoying profitable business will take into its organization a live, experienced advertising man able to invest \$5,000 to \$10,000. Unusual opportunity for high-grade man to locate permanently and share in splendid earnings. For consideration write about yourself to "T. K.," BOX 267, PRINTERS' INK 833 Peoples Gas Building Chicago, Ill.

Wanted an expert Advertising Manager to place before the public a large and attractive real estate seashore development. Will probably require 5 years' service—must be high class experienced man. Address "M. F.," Box 283, Printers' Ink.

10,000 Names Women MAIL ORDER BUYERS

Ready to Wear Garments secured through newspaper advertising since June, 1922.

Guaranteed Correct. Your opportunity to secure at attractive price.

Write today for particulars

ELVANDOMA
311 Fulton Street
Brooklyn, N. Y.

ested in consumers except as they are your customers. No attempt is being made to advise the purchase of Pacquin Bulk Perfumes. These perfumes are offered as goods to be merchandised as each particular store sees fit, without price restrictions, as goods which, at least, allow a merchant to make a non-competitive profit on a to-go basis."

There are other statements, the copy, of a like nature. One reads: "As everyone knows, perfume packings are costly. By eliminating the elaborate packaging, a saving is made which can be passed along to the consumer." The Schoolmaster wonders whether women would prefer the savings of a few cents to a container which lends added charm to the vanity table.

Pacquin also mentions: "Wide profit margins are possible—the less inclination to enter stores into price-cutting." That must be a newly discovered business principle. The Schoolmaster has always believed big profit margins encouraged price-cutting.

The Class will not be asked to read further quotations. The few excerpts are sufficient to illustrate the inherent weakness of a sales argument built on a no-advertising policy.

Incidentally, this copy appears in the form of an insert in a business paper. No doubt Pacquin decided on it in a moment of reckless bravado. For surely, the company is consistent, it must believe this is another form

Instructor in
ADVERTISING and SELLING
BRYANT & STRATTON COLLEGE
Buffalo, New York

Address as above for free prospectus of a thoroughly thorough preparation for remunerative effectiveness in a field of wide opportunity.

"GIBBONS Knows CANADA"

TORONTO

MONTRÉAL

WINNIPEG

I want to help some manufacturer

Make More Money—

with advertising literature and letters

Somewhere, preferably in the Middle West, there is a concern that would welcome more business. To such a concern I can bring a ripened experience in all the details of Advertising Management—and by preparing better "copy" for advertisements, literature and letters—produce new and profitable business in constantly increasing volume. Protestant, 35, College man, married and in splendid health—income a little above the average.

Almost Fifteen years' experience in making advertising pay!

One former employer, a specialty manufacturer, profited to the extent of \$325,000 in increased sales the first year as a result of a new follow-up system I originated and produced—while another is adding new business at the rate of \$100,000 per month *right now* with literature I prepared. Write and explain *your* sales problem—then I can answer intelligently. Address "R. J." Box 286, Printers' Ink, Peoples Gas Bldg., Chicago, Ill.

To Advertising Agencies:

A man of my experience, as Advertising Manager with one of your clients, will help you make your work "follow through" and show profitable results.

Are You A Publisher OR Do You Want To Be One?

In either case here is an opportunity that you can't afford to neglect. A well established, 18 year old, general interest magazine can be secured at a real bargain. Its owner has other large interests and wants to dispose of this magazine to a responsible party.

The publication has a sound circulation of more than 50,000 monthly and should earn big money under aggressive management.

Address "T. L.", Box 287, c/o Printers' Ink
833 Peoples Gas Building, Chicago

LLING
E
*a single
unwritten
entity.*

A"
IPEG

Feb. 8, 1923

CAN YOU USE ME?

I seek an opportunity with a reliable manufacturer as an assistant sales or advertising manager.

I am twenty-six years old, single, and a graduate of the Wharton School of Finance and Commerce, University of Pennsylvania. I have had a very excellent schooling in the fundamentals of business, especially as related to the correlation of production, finance and distribution. Two years' practical experience as sales and advertising manager with a manufacturing concern doing a national business of \$600,000 per year.

This experience embraced the analysis of merchandising problems, direction of salesman, writing of sales letters, the planning and executing of trade journal, direct mail and other advertising.

The financial depression robbed my position of future possibilities and I am, therefore, looking for a new opportunity. For additional information, please address "H. B.," Box 280, care of Printers' Ink.

A well-known Michigan furnace manufacturer desires a competent manager for its sales organization. Prefer a man who has had heating experience. Give full details by letter—previous connections, age and references. Address "K. D.," Box 281, Printers' Ink.

Space Salesman for New England

We want a man, preferably one who is living in the territory, who is now actively and successfully selling industrial advertising space, to represent an established monthly. This will be a good connection for the man who qualifies. Make your letter more than a request for an interview—tell us why you ought to have the job.

Address "C. S.," Box 292,
Care of Printers' Ink

economic waste which adds to cost of merchandise.

* * *

While visiting one of the latest advertising departments in country the other day the Schoolmaster was impressed with elaborate precautions taken against mistakes. The principal job this advertising department is get up a catalogue. Inasmuch as the prices are guaranteed a certain period they must be wrong.

Successive proofs are checked and rechecked by various people. The checking even goes so far as to include what is known "foundry proofs." In other words, after being finally O.K., is sent to the electrotype foundry. With the electrotype comes back another proof. This is followed through the mill to be checked by various persons.

The Schoolmaster was rather pleased with the system until he encountered the foundry proposition. This appeared to him to be going entirely too far, but the head of the department insisted it was well worth while.

"The form might be pied the way to the foundry," he explained.

Now if the form had been pied it would not take a laborious checking up of all the prices on the page to ascertain that fact. Here is a case, the Schoolmaster believes, where the precautions against mistakes are so elaborate that much of their force is lost. Away back in the head of each of the persons doing the checking is the unexpressed thought that this is not the final proof and that if there are any mistakes they are sure to be caught. This is true even though the person may be most conscientious and careful.

Even when it comes to the final O.K. there still is the foundry proof where last minute mistakes can be caught.

The "CLASSIFIED" Clearing House
NEW YORK ARKENBERG SPECIAL AGENCY CHICAGO
REPRESENTING 500 NEWSPAPERS WRITE FOR BOOKLET

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

BUSINESS OPPORTUNITIES

Five sets of five electrotypes for blotters, written for your business \$5 postage paid. A trial order will convince you of satisfaction guaranteed. Box 671, Kalama, Mich.

Commercial stationery and printing business for sale. Established eight years through advertising. Sacrifice to a responsible party. Box 894, care Printers' Ink.

Manufacturers! Do you require responsive New York representative; Christian men, complete office equipment and sales force. Reply Box 871, care of Printers' Ink, New York City.

FOR SALE

Printing Presses (Multigraphs), complete, new, \$50. Isabar, 66 East 190th St. Tel. Fordham 4526

Two-Color Rotary Press Bed, 642 sheet, 28x40 Automatic Art Delivery. Exceptional press for long runs, terms, etc. C. F. & Co., 96 Beekman Street, New York City.

MINTING MACHINERY AND SUPPLIES

New or Pre-Used
Printers' Complete Outfitters
Fandler & Co., New York City

ARGAINS IN POWER PAPER CUTTERS

"New Idea" Automatic Clamp, Sheridan
"New Model" Automatic Clamp, Sheridan
"Dayton" Automatic Clamp, Seybold
"20th Century" Automatic Clamp, Seybold
"New Model" Automatic Clamp, Sheridan

"Oswego" Auto and Hand Clamp, Oswego Mach. Works
"Keystone" Automatic Clamp, Standard Mach. Co.

"Kent" Semi-Auto Clamp, Thos. Ryan
"Holyoke" Automatic Clamp, Seybold

"Oswego" Automatic Clamp, Oswego Mach. Works

"White" Hand and Auto Clamp, Standard Mach. Co.

"New Idea" Automatic Clamp, Sheridan
"Sheridan" Hand Clamp, Sheridan
B & C Hand Clamp, Brown & Carver

"White" Hand and Auto Clamp, White
"National" Hand and Auto Clamp, Atlantic Mach. Co.
Seybold Hand Clamp, Seybold

Prices, Terms and Particulars of CONNER, FENDLER & CO.
Beekman Street, New York City

PERIODICALS, HOUSE ORGANS, CATALOGS, etc.—First-class work; All service; prices reasonable. Doing printing of this nature but can take on more. City advantages, country prices. 67 miles from N. Y. Stryker Press, Washington, N. J. Phone 100.

Publishers' Eastern Representative
New York office established nine years. Well known among advertising agencies and national advertisers. If interested in connecting with an enterprising and energetic organization communicate immediately with Box 886, Printers' Ink.

Publishing and printing business for sale, worth \$90,000. Doing a well-established, national business by mail. Will sell all or part, or might trade for land. Owner has other interests. Don't answer unless you have some cash or real estate. P. O. Box 117, East Des Moines, Iowa.

ADVERTISING REPRESENTATIVES

The publishers of "How To Make Money," a 68-page newsstand magazine, which tells the readers of the hundreds of opportunities to make money today, want representatives in every State. Good circulation already established and growing rapidly. Liberal commission. Address: 24 Jackson Ave., Long Island City, N. Y.

HELP WANTED

Girl, experienced in advertising agency routine, to take complete charge of books, billing and stenography for young agency—good future for right girl. Box 872, Printers' Ink.

WANTED

Illustrator and Designer; one who can handle both wash and Pen and Ink work. Address P. O. Box 649, Hartford, Conn.

ADVERTISING SALESMAN AND COPY WRITER

A good position with well-known newspaper in lake city of 275,000 population. Write, stating experience, age, and salary expected. Box 879, P. I.

WANTED

A manufacturer's New York representative familiar with the talking machine trade, to sell our patented accessory on commission basis. Address J. Abrahams, 942 Market Street, Philadelphia, Pa.

Commercial Artist

Experienced, for N. E. large commercial art service. Permanent work, congenial associates. Bright future if you make good. Write fully about self, salary desired, and send samples (which will be returned). Box 878, Printers' Ink.

Feb. 8, 1919

Wanted—Printing salesman for established Chicago firm. Splendid opportunity for a man who can sell. Outline experience and give references. Box 901, Printers' Ink.

Advertising Salesmen, experienced in selling syndicated newspaper or window display service to retailers. We have a proposition that should net you \$150 weekly. State past experience and territory with which you are familiar. Box 877, Printers' Ink.

**PHOTO-ENGRAVING
SALESMAN**
**POSITION OPEN FOR
FIRST-CLASS MAN**
THE GILL ENGRAVING COMPANY

PRODUCTION MAN—Old, established paper specialty manufacturing concern near Philadelphia, has a real opportunity for a Factory Production Man who has had experience in printing or printing specialty manufacturing plants. This man must be able to increase production through capable direction and the proper scheduling of a large number of daily orders. He must also have ability to handle factory help. In replying state full details of experience you have had. Address Box 897, Printers' Ink.

TWO YOUNG MEN WANTED

Production Man—experienced in high-grade catalog work, knowledge of types, layouts, printing, engraving, artwork, etc., essential. Must have good head for details and be able to work with little instruction or supervision.

Copier Writer—preferably with knowledge of advertising and the automobile. Must have good foundation and be quick to learn.

Salary to start \$175-\$200 a month for each man. Write, giving full details as to age, experience, religion, sending photo if possible, which will be returned.

Box 891, Printers' Ink.

For a Few Good Salesmen

There is an opening in the selling organization of The Krohn-Fechheimer Company, manufacturers of Red Cross Shoes, for a few experienced shoe salesmen of high calibre. Applicants should state qualifications fully. Strictest confidence will be observed.

THE KROHN-FECHHEIMER CO.
375 Dandridge Street
Cincinnati, Ohio

Middle Western Daily, nearly 90 circulation, wants advertising salesman who can sell special pages. Will receive liberal commission. Want a man who has proven his ability along this line. Unless you are good and know you good don't apply. This is a job for a real salesman. Address D. P. Slay 607 S. 17th St., Omaha, Nebr.

Mr. Salesman: Can You Qualify—Established Investment Securities House, distributing seasoned securities direct by mail, has promising openings for first-class correspondent whose letter convince, sell, and "stay sold"; a forceful writer on investment securities whose messages are respected, inspiring confidence, and create a high percentage of satisfied customers. Men of integrity with sufficient initial experience to justify consideration, will find this chance unique. Write fully, confidentially. Box 873, Printers' Ink.

POSITIONS WANTED

ORIGINATOR, and producer of advertising helps, buyer of printing and allied products. Copy for the commercial people. Mail campaigns. Box 906, Printers' Ink.

WELL-KNOWN ILLUSTRATOR AND COVER ARTIST would like to come with a high-class organization as Art Director and Visualizer. Box 905, Printers' Ink.

Artist—Lettering, Design and Layout man wishes position in first-class agency. Will consider assistant to art manager, space or any other good proposition. Box 893, Printers' Ink.

COPY CHIEF

Eleven years with big N. Y. agency open for part or full time. Expert in many lines. Box 902, Printers' Ink.

SALES, SALES PROMOTION AND DIRECT-MAIL SPECIALIST. Executive with original, practical, profitable methods. Many years' experience. Desires reliable N. Y. connection. Box 887, Printers' Ink.

Bookkeeper-Stenographer; office manager; experienced young lady accustomed taking full charge advertising office. Desires connection with growing N. Y. agency where accuracy, initiative will be appreciated. Box 904, Printers' Ink.

ASSISTANT TO EXECUTIVE—High-type American, wide practical knowledge of national and international business, sales and advertising experience, exceptional ability as writer, effective public speaker, college graduate, broad intelligence, good appearance, clean record with few changes, available owing to international situation. Box 882, Printers' Ink.

SALES MANAGER

Live, energetic, resourceful. A good executive. Broad experience, selling person and by mail. Can create execute plans that increase sales. Expert in dealer promotion. Highly recommended by his present employers. Clean cut, Christian; single; below 30. Deliver the goods. Box 890, Printers' Ink.

Eleven Years' Experience—Thoroughly grounded all details of creative and salesmen advertising. Age 27. Extremely well recommended; unusually successful sales correspondent. Box 876, P. I.

House-Organ Editor—An able writer whose knowledge of printing and engraving assures economical production. House organ, trade paper editorial and advertising experience. Box 885, P. I.

Powerful, sales-winning advertising prepared; reasonable; 8 years' successful experience. Box 881, P. I.

WRITER OF "SELLING" COPY
That's the kind I have delivered for 8 years. Can do same for you, whether agency or manufacturer. Now employed. Willing to locate anywhere. Box 899, Printers' Ink.

ADVERTISING MAN

Eight years' experience in sales promotion and advertising work. Writes effective sales letters and advertising copy, and is thoroughly familiar with mechanical details. Desires position as advertising manager or assistant to Big Executive. \$60 a week to start. Box 903, P. I.

ARTIST VISUALIZER ART DIRECTOR

Would like to connect with a high-class organization that can use a man who has the knowledge of layouts, production and executive ability. Will only consider a New York proposition. Age 29. Box 883, Printers' Ink.

ADVERTISING EXECUTIVE

Thoroughly schooled in advertising, selling, publishing and agency problems. Good direct-mail man. No egotism or extravagant claims of ability but a good all-around record of results that will appeal to you. Will make good. Held two jobs in 14 years. Still connected. Single. Christian. Age 29. Box 887, Printers' Ink.

Plan, Copy and Contact Man

Since college I have been three years selling goods on the road, two years in the war, six months in business for myself, and for the past 2½ years with a high-class New York agency doing plan, copy, and contact work. I am seeking a similar job with another New York agency. I know how goods are sold; I can produce copy which sells goods—and clients. Would you like to talk to me? Box 75, Printers' Ink.

Experienced advertising manager desires connection with national advertiser, preferably in small city located between Pittsburgh and Omaha. To indicate his understanding of the subject, will submit manuscript on "Occult facts about Advertising." This would be especially interesting to a company that contemplates starting a national campaign. It may help to avoid mistakes. The manuscript is offered solely with the view of making a connection. Congenial association more important than salary. Address Box 884, care of Printers' Ink.

WE CONNECT THE WIRES

OVER A MILLION new business secured in three years through the salesmanship for our No. 3293—agency executive, advertising and sales manager, expert in marketing foods and manufactured products. Some record! What would you pay a man of this caliber to take charge of your sales promotion? If your proposition is of big league class, let us do the connecting.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

Young Man, twenty-two years old, well referenced, experienced in Advertising Statistical and Record work, desires connection. Evening Student New York University in Typography, Psychology and now copy writing. Reasonable salary. Box 892, Printers' Ink.

ADVERTISING MANAGER

One-half of his life is crammed full with intensive training that qualifies him abundantly to manage department for aggressive publisher or manufacturer. No wizard, but his record speaks for itself. Will go anywhere. His present executives will vouch for him. Clean cut, enterprising Christian; single; age 29. Box 889, Printers' Ink.

Publishers' Representative

Demonstrated capacity for earnest and productive service. Represented successfully 7 trade papers for years. Now advertising manager for manufacturer doing two million dollar business with over 350 exclusive retail outlets. Well recommended. Single. Christian. Age 29. Box 888, Printers' Ink.

Here I Am—

that square-shouldered, able, dependable Assistant that some busy Advertising Executive is looking for. 4 years' Wholesale Mail order Advertising Experience: Copy writing, layouts, production, mailing-list supervision. Age 25. Will go anywhere if it's Wholesale Mail Order Advertising. Presently employed. Box 900, Printers' Ink.

ADVERTISING AND SALES PROMOTION EXECUTIVE

I WANT TO HANDLE THE ADVERTISING AND SALES PROMOTION FOR A SALES EXECUTIVE.

To this work, I bring 10 years' advertising experience secured in agencies and with manufacturers, and an understanding of the basic principles of business.

On the sales side, this experience embraces familiarity with methods to locate and measure markets, to reach these markets and to build profitable retail outlets.

Naturally, knowledge of publicity's tools, copy, printing, engraving, etc., is a part of the offering.
Box 880, Printers' Ink.

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Tie a String Around Your Prospect's Finger

•••

Make sure that the buying public does not forget what you have told it about your product. Make sure that it does not forget to buy. Don't give your competitor the last word.

Outdoor Advertising is a string tied around the finger of the public, reminding it to buy what the manufacturer and dealer have to sell.

This is the kind of advertising that is always present, persistently thrusting itself upon the attention of the prospective buyer.

It says:—**THIS** is the thing to buy. **NOW** is the time to buy. **THAT** is the place to buy.

There is no form of advertising that is more timely, more definite or more persistent in its appeal. Your prospective buyer needs a reminder. So tie a string around his finger with

OUTDOOR ADVERTISING

Thos. Cusack Co.

*Branches in 46 Cities Operating in or
Representing 8,500 Cities and Towns*

CHICAGO
Harrison, Loomis &
Congress Sts.

NEW YORK
Broadway, Fifth Ave.
at 25th Street

More than
900,000
Chicago
Tribunes
were sold
each Sunday
in January



